

LIFE



RESORT
FASHIONS

JANUARY 26, 1948

15 CENTS

YEARLY SUBSCRIPTION \$5.50

IN THE HAND OF ERNEST HEMINGWAY
WHO IS WRITING A NEW NOVEL OF OUR TIMES



One of today's truly great literary figures. Fresh evidence of his vigorous style will soon be seen in a new novel... his first since "For Whom the Bell Tolls".

An aggressive war is the great crime
against everything good in the world. a
defensive war, which must necessarily turn
to aggressive at the earliest moment, is the great
counter-crime. But never think that war, no
matter how necessary, no how justified is not
a crime.



ARTIST BASHEFF

Parker "51"...world's most wanted pen

The preference which the "51" enjoys has been confirmed by 77 surveys in 29 countries. Among authors of America's recent best-selling books, for example, Parker exceeded in popularity the next three makes of pens combined!

Beautiful—responsive—utterly tireless—the "51" actually makes it fun to write. It offers a choice of individualized custom points—precision designed to suit any type of handwriting.

Then, too, only this pen is designed for satis-

factory use with remarkable new Parker *Superchrome*—the super-brilliant, super-permanent ink that *dries as it writes!*

To add new pleasure and individuality to your writing, see the Parker "51" today. New wide range of distinctive colors. \$12.50; \$15.00. Sets, \$17.50 to \$80.00. The Parker Pen Company, Janesville, Wis., U.S.A., and Toronto, Canada.

"51 writes dry with wet ink!"

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"May I have
the last waltz?"

"YOU'VE HAD IT!"



HE could scarcely believe his ears. This lovely girl was giving him the definite brush-off . . . not delicately or nicely, but downright rudely. Only a few hours before they had been introduced and he had fallen for her head-over-heels. At first she seemed to like him but then, after a dance or two, she openly showed her boredom and annoyance. He couldn't understand why. Poor guy . . . it just happened that the night he wanted to put himself in the best possible light he put himself in the worst.

Do You Take Chances?

You, yourself, may not know that you're guilty of halitosis (unpleasant breath)*. You can be guilty one night and not the next. Anyone so dumb as to take a chance like this can't expect much consideration. He usually gets what's coming to him—a quick brush-off.

Isn't it just common sense to be extra careful that you don't offend this way? And be extra careful by using

Listerine Antiseptic night and morning . . . especially before any date where you want to be at your best.

Almost instantly Listerine Antiseptic makes the breath fresher, sweeter, cleaner, and less likely to offend. It gives you a wonderful sense of greater assurance . . . a feeling that you will be welcome wherever you go.

Never, never, omit this delightful precaution. To a degree, it's your passport to popularity.

* While some cases of halitosis are of systemic origin, most cases, say some authorities, are due to the bacterial fermentation of tiny food particles clinging to mouth surfaces. Listerine Antiseptic quickly halts such fermentation, then overcomes the odors fermentation causes.

LAMBERT PHARMACAL COMPANY, St. Louis, Missouri

BEFORE ANY DATE **LISTERINE ANTISEPTIC** FOR ORAL HYGIENE

IT'S NEW! Have you tasted the zippy MINT flavor of today's Listerine TOOTH PASTE with 25% more Lusterfoam?



Christopher Lynch

Now on Columbia Records

About Christopher Lynch, sensational Irish tenor, one critic writes: "There's magic in his music to warm the heart and to mist the eyes." We believe you'll agree when you hear his voice faithfully reproduced on the wonderful, modern plastic surfaces of Columbia Masterworks Records. Ask your dealer to play Christopher Lynch's new album and the late Columbia releases which make this another exciting month for record lovers.

CHRISTOPHER **LYNCH**

with John Wummer, flute; Leonard Resnais, cello; and Laura Newell, harp
The Minstrel Boy (Arranged by Normand Lockwood)
Columbia Masterworks Set MM-772

Philharmonic-Symphony Orchestra of New York

Bruno Walter conducting
Mahler: *Symphony No. 5 in C-sharp Minor*
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with Fausto Cleva conducting the Metropolitan Opera Orchestra
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with The Philadelphia Orchestra, Eugene Ormandy, conductor
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Still another Columbia "first" for more listening pleasure... the Columbia "Tailored-Tip" Sapphire Needle. Microscopically tailored to fit the groove for flawless reproduction, reduced record wear, less surface noise! Shadowgraphed for perfection!..... Only \$1.50

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Hear the great artists at their best on

Columbia Records

MASTERWORKS





Photo courtesy of The Matthews Co.



100,000 people sat on this taxicab seat

NEXT time you ride a taxicab, look at the upholstery. 25,000 passengers usually wear it out in 8 to 10 months. But the cab in the picture is 3 years old, has carried 100,000 people—and the seat is as smooth, as fresh and almost as new-looking as if it just came out of the shop. It's *Koroseal* upholstery.

100,000 passengers in a cab give a seat about the same scuffing wear as a chair in your home would get in 100 years.

The taxicab owner says, "We have found that *Koroseal* upholstery can be

kept completely sanitary, and has presented an interior appearance that no other material can equal. We are enthusiastic over the results obtained, and plan upon the complete installation of *Koroseal* seat coverings on our taxicab fleet." Men and women who have used *Koroseal* upholstery on their boats, in homes, in offices, feel the same way—it is so easy to keep clean and fresh-looking; it wears so well; it resists scuffing, oils, grease, paint, dirt can be so easily washed off.

Owners of *Koroseal* garden hose, and

of shower curtains, flooring, raincoats, baby pants, food bags—and acid tank linings—made of *Koroseal* flexible material are equally enthusiastic. *Koroseal* is made by B. F. Goodrich from limestone, coke and salt. Because it resists grease, oil, acids, sun—is permanently waterproof—can be made in any shape, any degree of softness or hardness—because it has all these and other advantages, *Koroseal* flexible materials are making a hundred articles more useful, convenient, attractive. But, to get all the advantages which only

Koroseal can give you, be sure the *Koroseal* label is on every article you buy. The B. F. Goodrich Company, Akron, Ohio.

Trade Mark—Reg. U. S. Pat. Off.

Koroseal
FLEXIBLE MATERIALS
BY

B.F. Goodrich

This One



93RQ-7T4-NDX4

Dr. West's *Super*



Miracle Special

Value

TO INTRODUCE NEW MILLIONS TO
"THE MIRACLE PAIR FOR DENTAL CARE"

DR. WEST'S MIRACLE-TUFT TOOTHBRUSH 50¢
DR. WEST'S MIRACLE TOOTH PASTE 50¢
Regular Value \$1.00

69¢

LIMITED TIME ONLY **BOTH FOR**

YOU SAVE **31¢**

MIRACLE BRUSH

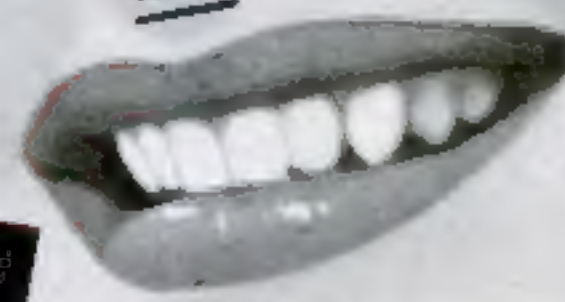


MIRACLE VALUE

PRECISION MADE—TRULY A PRECISION INSTRUMENT. It fits your mouth precisely, in the right places to clean your teeth better. That's why this brush for a generation has been America's outstanding favorite—a 50¢ value today, tomorrow and always. Its sealed-in-glass packaging *guarantees* the perfection of this brush. Its original, scientific shape assures you of perfect cleansing. Its "Exton" brand bristles, waterproofed by Dr. West's own process, give *extra* cleansing power. A "beauty buy" at any price, it's truly a Miracle value today.

MIRACLE PASTE

Removes surface stains
from the teeth . . .
even tobacco stains
and tobacco breath.



A TOOTH PASTE WORTHY OF THE FAMOUS MIRACLE NAME! This amazing paste combines special polishing and cleansing ingredients with remarkable powers. It removes surface stains from the teeth, even tobacco stains and tobacco breath. It has a delightfully refreshing flavor. It cleanses the whole mouth! One brushing with this new Miracle product will convince you that there is no other paste comparable. Today's new, special, limited time price gives you the perfect opportunity to try it and be convinced—It's a Miracle!

Copyright 1949 by West Products Co.

RKO's PIC-TOUR OF THE WEEK



"YOUR RED WAGON"

LAW steps in as **CATHY O'DONNELL** and **FARLEY GRANGER**, teen-age sweethearts, attempt desperate flight after prison break and hasty marriage. Above scene is from RKO's *Your Red Wagon*, moving drama of young lovers who battle fate. **HOWARD DA SILVA** co-stars.



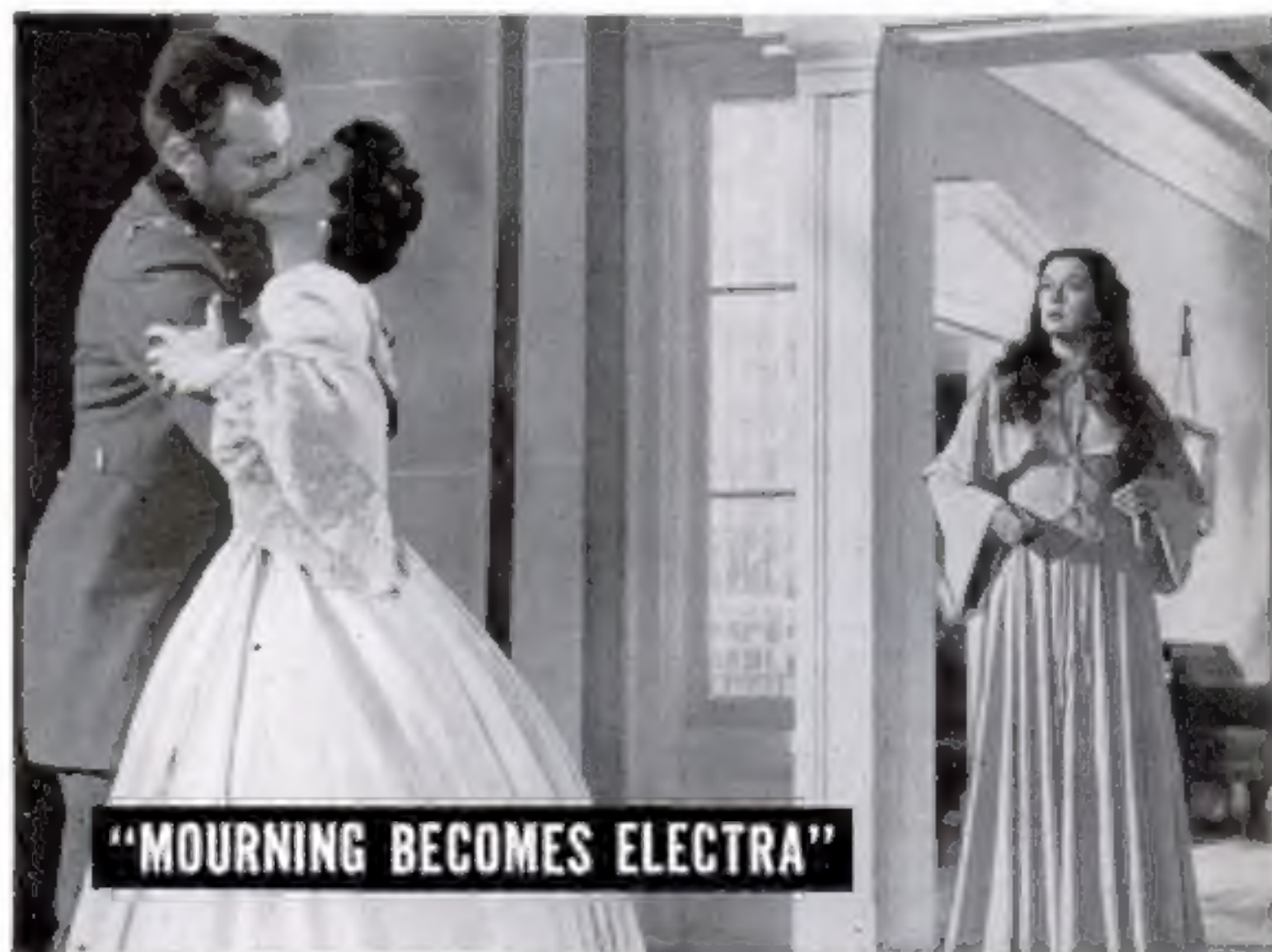
"BERLIN EXPRESS"

MERLE OBERON lets out a shriek when **Emil Van Horn**, Hollywood "ape," surprises her on the set, between scenes of RKO's *Berlin Express*, first American motion picture filmed inside post-war Germany. Brilliant cast includes **ROBERT RYAN**, **CHARLES KORVIN**, **PAUL LUKAS**.



"WAR PARTY"

TOGETHER on screen for first time . . . **SHIRLEY TEMPLE** and her husband, **JOHN AGAR**, young lovers in *War Party*. Other stars are **JOHN WAYNE**, **HENRY FONDA**, **PEDRO ARMENDARIZ**. *War Party* is a **JOHN FORD-MERIAN C. COOPER** Argosy Production.



"MOURNING BECOMES ELECTRA"

UNAWARE of her faithlessness, returned war hero **RAYMOND MASSEY** embraces his wife, **KATINA PAXINOU**, in RKO's *Mourning Becomes Electra*. **ROSALIND RUSSELL**, his daughter, looks on, enraged. Co-stars are **MICHAEL REDGRAVE**, **LEO GENN**, **KIRK DOUGLAS**.

**THESE BIG RKO PICTURES WILL
SOON BE SHOWN AT YOUR THEATRE**





In the conventional 6-cubic-foot refrigerator—of the type you probably have in your kitchen today—you can store just this much food under refrigeration. Old-style design limits you to this amount . . . and no more!



In the new General Electric Space Maker, look at all the food you can keep under refrigeration. Actually $\frac{1}{3}$ more! Yet this 8-cubic-foot refrigerator is almost exactly the same size outside! . . . fits the same kitchen floor space.

Look! $\frac{1}{3}$ More Refrigerated Food Storage in the New General Electric Space Maker!



5-Year Protection Plan. Included in the price of every General Electric Refrigerator is a written 5-year Protection Plan. This plan consists of a one-year warranty on the complete refrigerator, plus additional four-year protection on the sealed refrigerating system. Your General Electric retailer offers you convenient payment terms on any model you select. Ask him for details.

More Than 1,700,000 Refrigerators in Service 10 Years or Longer

GENERAL  ELECTRIC

The new 1948 Space Makers are the greatest refrigerators General Electric has ever built.

Features that make the 1948 Space Maker the finest refrigerator ever!

- **Butter Conditioner**—Keeps butter at just the spreading temperature you want.
- **Big Freezing Compartment**—Holds 24 packages of frozen food, plus 4 ice trays.
- **Deep Drawers**—6 inches deep. Will hold standing roasts and two-thirds bushel of fruits and vegetables under refrigeration.
- **Bottle Storage Space**—Holds 12 square, quart-size milk bottles. Space accommodates the tallest bottles.
- **Sliding "hostess shelf"**—Convenient for chilling and serving desserts and salads.
- **Sealed-in Mechanism**—More compact, more efficient, more economical than ever.

Most important of all—G-E dependability

Your G. E. will give you superb refrigeration year after year—thanks to the famous General Electric sealed-in refrigerating system.

This dependable system now has one-third more freezing capacity, makes ice cubes 33 per cent faster, uses less current than the latest prewar systems.

See the Space Makers today at your General Electric retailer's. Wide selection includes both 8-cubic-foot and 10-cubic-foot models. General Electric Company, Bridgeport 2, Conn.



Notice how the new General Electric 8-cubic-foot Space Maker fits in the same floor space as the old-style 6-cubic-foot model—yet gives you one-third more refrigerated food-storage capacity!

M-m-m! No need for a dinner bell!



AND THIS SAVORY SWIFT'S BROOKFIELD DINNER *fixes fast!*

Young and old pull up their chairs in a hurry when they sniff SWIFT'S BROOKFIELD in the air. The spindliest appetite turns into that rugged "he-man" variety. For every bite of this favorite sausage lives up to its tempting aroma.

The secret? A perfect seasoning blend that's not too spicy, not too mild. It's the zesty yet delicate flavor millions say is "just-right".

This grand tasting sausage is nourishing eating, too. Made fresh daily in our kitchens from coast to coast, its pure pork goodness is rich in high-quality proteins and Vitamin B. And whether you want this economical energy-builder in links or bulk, you'll find it in the package with the red plaid ends.

SWIFT'S BROOKFIELD SAUSAGE AND LIMA BEANS. Bake Swift's Brookfield Sausage in a hot oven (400°F.) about 30 min., in an open pan. To make casserole: pan-brown 1 tbsp. minced onion, ¼ c. minced green pepper and ½ c. minced celery in 1 tbsp. fat. Combine with 4 c. cooked lima beans, 2 tsp. salt and 1 c. cooked tomatoes. Bake in same oven as sausages about 40 min., starting 10 min. before sausages. Top casserole with cooked sausages and sieved hard cooked egg yolks and whites.



Listen to ARCHIE ANDREWS ON NBC,
SATURDAYS 10:30 A. M., NEW YORK TIME.

Also try these—



SWIFT'S PREMIUM
Table-Ready MEATS

... like delicious Daisies

...an economical, bone-free, smoked pork that's a savory favorite for luncheons or suppers.

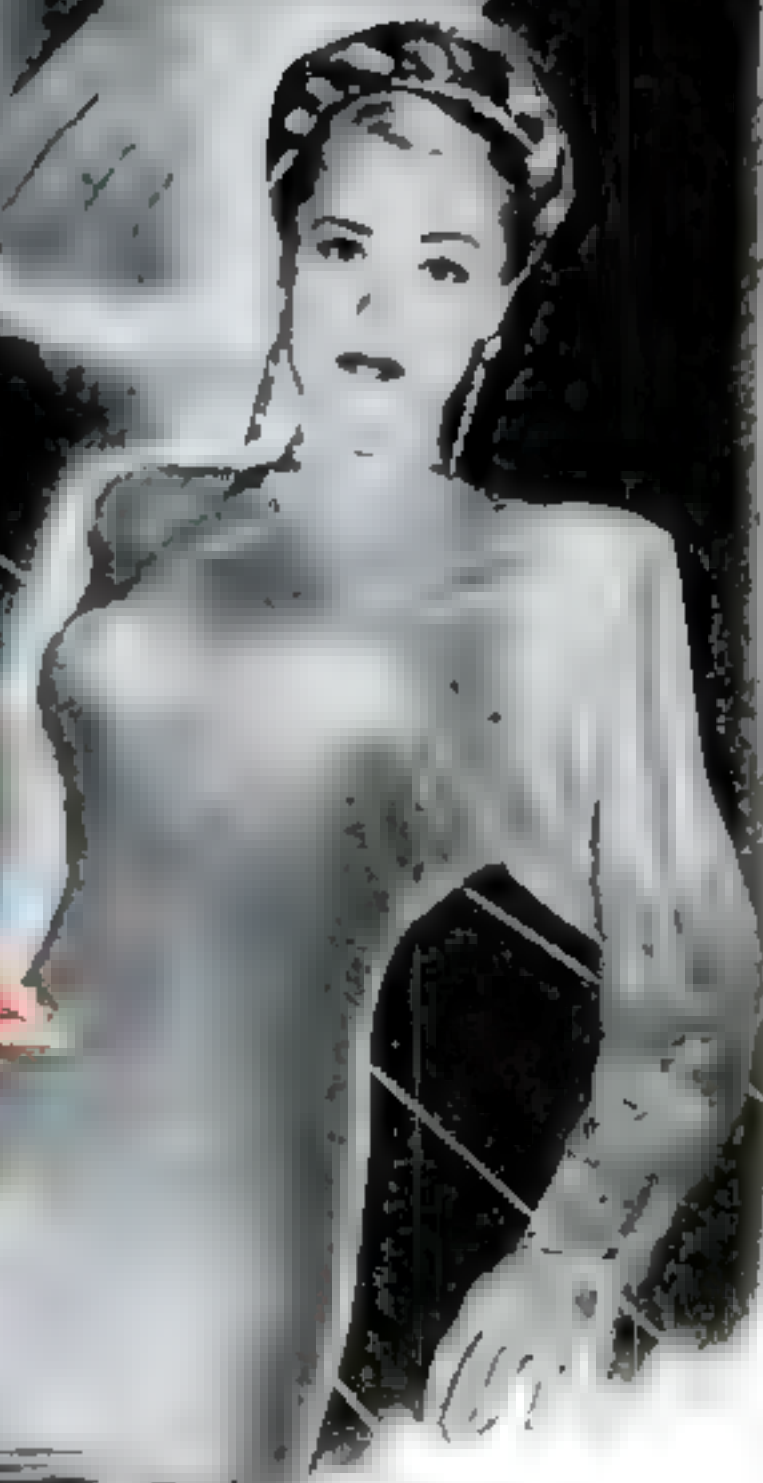
And **SWIFT'S PREMIUM**
tender FRANKS

sealed in the new cellophane wrapper to protect their goodness.



The sausage with the *Just-right* *Seasoning!*

A RAFT OF DYNAMITE!



STAR FILMS
PRESENTS

GEORGE RAFT IN INTRIGUE

with

JUNE

HELENA

HAVOC • CARTER

TOM TULLY • MARVIN MILLER • DAN SEYMOUR

Screenplay by Barry Trivers and George Slavin

Produced by

Directed by

SAM BISCHOFF • EDWIN L. MARIN

Released thru UNITED ARTISTS



CHESTERFIELD SUPPER CLUB ★ ★ STARRING
PERRY COMO AND JO STAFFORD



It's

Definitely the Supper Club is 4-bell entertainment.
Jimmie Fidler, Famous Columnist

Perry Como is one of my favorites and the
 Chesterfield Supper Club is fine entertainment.
J. Edgar Hoover, Director of F. B. I.

"Supper Club" voted the top 15-minute program
 on the air. *Annual Radio Editors' Popularity Poll.*
The Billboard

With Stafford and Como,
 the Club just has to be great!
Sammy Kaye, Celebrated Orch. Leader

We're delighted that the Supper Club
 is Radio's top rated musical 15 minutes.
Niles Trammell, President—NBC

The best argument I know in favor of the 15-minute
 Chesterfield Supper Club, a smooth and relaxing
 which goes down at the shank of the day as easily as
John Crosby, Radio Columnist New York

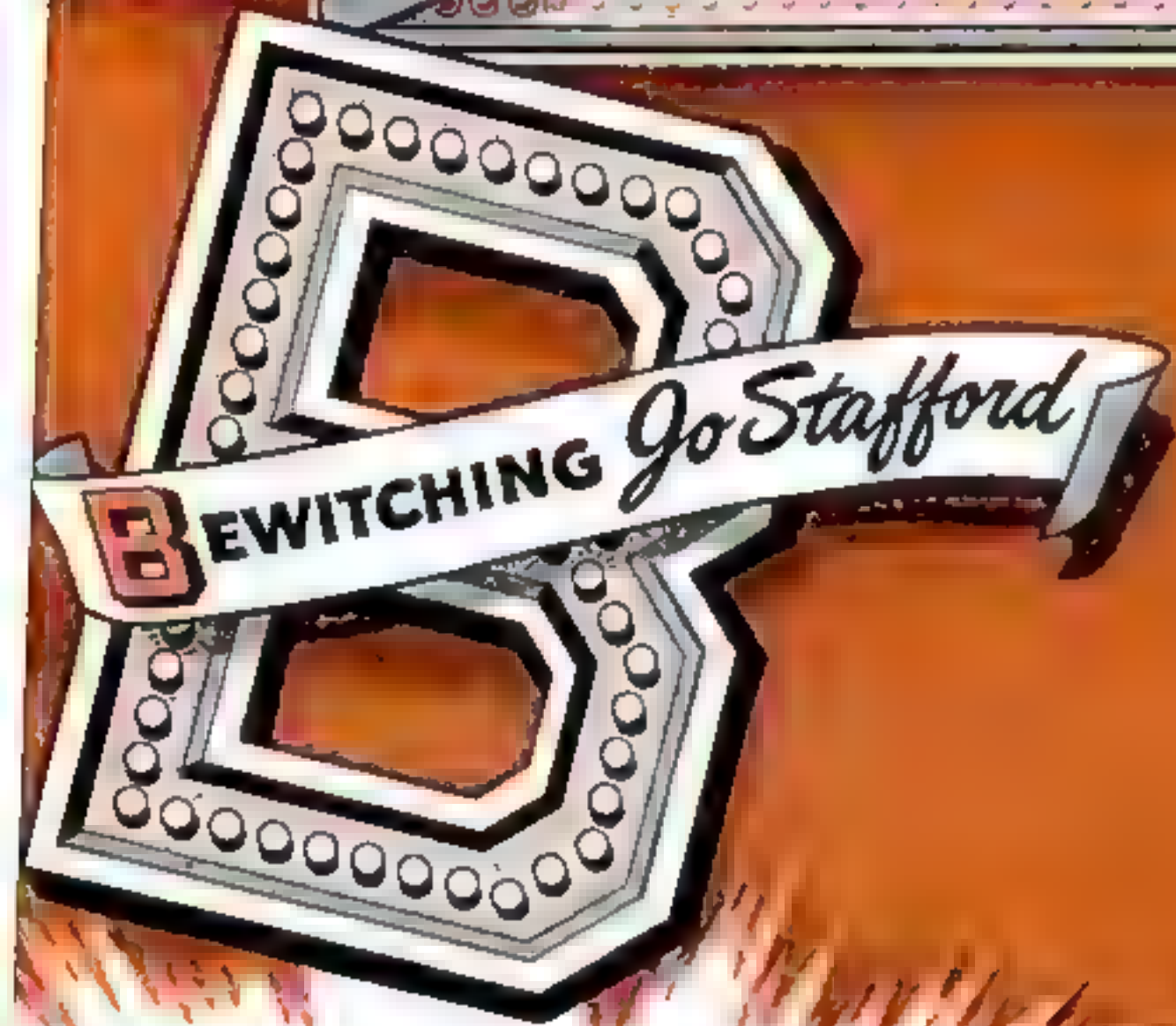
The ABC's of big league
 entertainment—Como,
 Stafford and Godfrey!
Ed Sullivan, Famous Columnist

FROM COAST TO COAST—NBC—FIVE NIGHTS A WEEK—MONDAY THRU

And for the sum-total of smoking pleasure **ALWAYS**

ORD

CHESTERFIELD'S ARTHUR GODFREY TIME ★ STARRING
ARTHUR GODFREY



TOP CRITICS AGREE

*Great Radio
Entertainment*
READ WHAT
THEY SAY BELOW



ow is the
minutes
martini.
ld-Tribune



Godfrey's my boy
for laughs.
Joe DiMaggio,
N. Y. Yankees

Godfrey's program is positively grand.
Merle Oberon, Star of RKO's "Berlin Express"

We at CBS are tremendously pleased that Arthur
Godfrey is proving to be the friendliest voice in America.
Frank Stanton, President—CBS

When the old lassitude sets in,
I don't take sulphur and molasses
—I take Godfrey!

Robert C. Ruark,
Scripps-Howard Newspaper Columnist

Arthur Godfrey is the
Huck Finn of Radio.
Fred Allen, Great Radio Favorite

RIDAY

—CBS—FIVE DAYS A WEEK—MONDAY THRU FRIDAY

BUY CHESTERFIELD *They Satisfy*

★

DR. PEPPER

Calendar Girl

CONOVER SELECTIONS

1948

★

Amiee Thompson
"Miss North"

Jeanne Ayrest
"Miss West"

Carolyn Cason
"Miss South"

Mary Ostmann
"Miss East"

★

★

Send Photos in

SECOND CONTEST

These beauties featured on '48 Dr. Pepper Calendar, just out. Paramount Pictures talent department will pick winners for '49 edition. New contest February 1 to March 2. Ask Dr. Pepper dealers or bottlers, or write Dr. Pepper Company, Box 5086, Dallas, Texas, for official printed rules and terms of contest.



As additional Dr. Pepper bottling plants are licensed they will bring Dr. Pepper to markets where it is not now available.

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SUCH GOODNESS



Welch
QUALITY CANDIES



STROP YOUR RAZOR
AS A BARBER
DOES!

**Renew
the edge
for easy
shaves**

\$1.25

RAZOR, STROP
AND
2 VALET BLADES



STROPS—CLEANS
WITHOUT
REMOVING BLADE

SELF-SHARPENING... ONE PIECE

What does *that Oxydol Sparkle* mean to you?

TELL ME AND YOU MAY

WIN \$15,000!

GRAND PRIZE IN THIS THRILLING CONTEST!

I'm the Oxydol "Sparkle Girl." You've heard me on the radio. You've heard a lot about that Oxydol Sparkle. Now here's a sensational contest to get you to try the new postwar Oxydol. Use Oxydol and see for yourself the wonderful sparkle it gives your wash. Then tell me in your own words what the Oxydol Sparkle means to you. Just for doing that you may win \$15,000. Or one of the other 551 cash prizes in this exciting contest.

To some women "That Oxydol Sparkle" means a clean sheet sparkling in the summer sun. Just wait until you see the dazzling sparkle that Oxydol gives to all your white things.

To others it means that clean, fresh look of overalls and work clothes that come out of hard-working Oxydol suds. No other type soap known washes dirty work clothes as clean as Oxydol does.

Or "That Oxydol Sparkle" can mean wash colors as bright as technicolor. It's really amazing, isn't it, the way Oxydol leaves colored washables so sparkling bright.

And others might say it means those billows of rich, lathery, hustle-bubble suds that just seem to burst into being in your washer. For it's a fact that new postwar Oxydol now gives you more suds faster!

But whatever that Oxydol Sparkle may mean—here are the facts! New postwar Oxydol washes more clothes—does more work—goes farther. New postwar Oxydol washes clothes cleaner than any other type soap known! Hard-working Oxydol suds do get out every possible speck of dirt. What's more, a "sparkle" ingredient in Oxydol actually helps keep washwater film from clinging to your clothes. Of all the soaps you can buy, only a soap like Oxydol with this "sparkle" ingredient gets clothes so sparkling clean.

OXYDOL SPARKLE CONTEST

\$35,000 IN PRIZES

\$15,000 — FIRST PRIZE

\$5,000 — 2nd PRIZE

PLUS

50 \$100 BILLS — 500 \$20 BILLS

552 PEOPLE WILL WIN CASH—WHY NOT YOU!

FOLLOW THESE EASY RULES

1. Complete this sentence, "To me that Oxydol Sparkle means . . ." in 25 additional words or less. Write on an entry blank or on one side of a plain sheet of paper. You can get entry blanks from the store where you buy Oxydol. Print plainly your name and address. Enter as often as you wish.

2. Mail to OXYDOL SPARKLE G-RL, DEPARTMENT 1, BOX 687, CINCINNATI 1, OHIO. Enclose the top from an Oxydol package (any size), or a facsimile, with each entry.

3. Any resident of the United States may compete, except employees of Procter & Gamble, their advertising agencies, and their families. Contest subject to all federal and state regulations.

4. Entries must be postmarked before midnight February 21, 1948, and received by March 7, 1948.

5. Entries will be judged for originality, sincerity

and aptness of thought. Judges' decisions will be final. In case of ties, the full prize tied for will be awarded to each tying contestant. No entries will be returned. Entries, contents, and ideas therein become the property of Procter & Gamble.

6. Prizes awarded will be:

Grand prize—\$15,000 in cash.

Second prize—\$5,000 in cash.

50 additional prizes, each \$100 in cash.

500 more prizes, each \$20 in cash.

7. Winners of the grand prize and the second prize will be announced over Oxydol's radio programs, "Ma Perkins" and "The Jack Smith Show" shortly after the close of the contest. All winners will be notified by mail. Winner lists will be available on request approximately one month after the close of the contest.

HERE'S HOW TO ENTER this exciting contest for one of these big money prizes. Just finish this sentence in 25 additional words or less:

To me, that Oxydol Sparkle means

GET CONTEST ENTRY BLANKS
AT YOUR OXYDOL DEALER'S TODAY!

"I'm not trying to turn the child against you, darling!"

LAUGHED ELSIE, THE BORDEN COW



"If you're not trying to turn my son against me," roared Elmer, the bull "how come every time I pick him up, he tries to wriggle away and get to you?"

"It's only natural, dear," soothed Elsie, "for a baby to turn to his mother. After all, a mother is with him all day long."

"Then it's up to the mother," said Elmer, "not to get the baby down the river!"

"Don't be so silly, sweet," said Elsie. "Mothers spend loads of time extolling fathers to their children."

"What do you mean—extolling?" asked Elmer. "How do you extol a father—how do you?"

"You extol a father," explained Elsie, "about the way you'd extol—say Borden's Evaporated Milk. Enumerate the admirable qualities. You say for instance that Borden's is wholesome, body-building, Evaporated Milk. Countless homes thrive on it. In fact, you



can't find purer, more dependable milk. So, I extol Borden's Evaporated. It's recommended by the American Medical Association, the National Food and Nutrition Council.

"Woman, woman," groaned Elmer, "if you'd only tell me to my kid the way you sell Borden's to the world, I'd think I was a power."

"Lots of women," blithely chirped Elsie, "think



that they're in clover when they have Borden's Evaporated Milk to cook with. It makes such rich soups, such smooth sauces, such delicious meat and potatoes. And it's really very economical."



"There's just one economy," gloomed Elmer, "that I'd like to see it work in this house—con-omy of words—woman's words!"

"Where shall I start?" teased Elsie. "Shall I cut down on the nice things I tell you about you?"

"Don't act so innocent—you know dogeoned well what I mean!" snapped Elmer.

"Surely you wouldn't want me to economize on my praises of that new and perfectly glorious

Borden's Instant Coffee?" gasped Elsie. "It's pure instant coffee, all coffee, great coffee. And easy to make! No pot to wash, no grounds to stir up."

"No more about Borden's," Elmer snapped. "I've had enough for today."



"But, dear," cried Elsie, "you can't say that about Borden's Instant Coffee. Its flavor is so rich and all so tender. Just wash your cup with hot water and you're good."

"Roll me in bread crumbs and call me Cutlet," moaned Elmer. "Doesn't Borden's make anything that isn't good?"

"Certainly not, dear," answered Elsie. "If it's Borden's, it's GOT to be good!"



"If it's Borden's, it's got to be good!"

LETTERS TO THE EDITORS

PORTRAIT OF AN AMERICAN COMMUNIST

Sirs:

I sincerely hope that McPartland's brilliant "Portrait of an American Communist" (LIFE, Jan. 5) will alter the irrational views held by many Americans that Communism is akin to our Yankee gangsterism. Communism is to its followers a religion, a vast and complicated religion. The power of Communism is not in having better weapons than the U.S., but simply an organization which uses psychology combined with a sadism that only Hitler could envy. Communism is a cause. Has America a cause? ...

NORMAN MILES
Portland, Maine

Sirs:

In regard to "Portrait of an American Communist," I couldn't help but think what a gallant and zealous missionary "Kelly" would have made.

It's a shame he is on the wrong side.

PAUL K. O'CONNELL
Ozone Park, N.Y.

Sirs:

As a social-science teacher and a Communist, I can only laugh at your article, "Portrait of an American Communist."

NORMA PATTON
Detroit, Mich.

Sirs:

As an average boy of 12, I would like to comment on "Portrait of an American Communist."

My social-studies teacher says that a group of people can live and practice their beliefs as long as they don't harm other Americans in this country. But these Communists do harm other people and I would like to say that they should just be packed up and sent to where their beliefs come from. Otherwise get them back to Russia, and all their so-and-so practices. Here's hoping you publish a much longer and more attacking item on Communism soon.

GILBERT FREEDMAN
Harrisburg, Pa.

Sirs:

Upon seeing your excellent articles, "Pakistan Struggles for Survival" and "Portrait of an American Communist," I showed LIFE to my teacher, knowing that he was a hot Communist. He immediately said, "I don't want to waste my time reading that magazine. It's all one-sided and only shows one viewpoint. It's only trying to start another war by the ter-

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To eyewitness great events

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Or give it to your newsdealer)

rible trash and propaganda it's printing."

Sorry, but I cannot disclose my name for fear I'll get pitched out of school.

A.S.D.
Montreal, P.Q., Canada

Sirs:

What an opportunity! Let Metro-Paramount-Republic produce the splendid "Portrait of an American Communist" with no reels barred.

LUCILE S. EATON
Sierra Madre, Calif.

● Negotiations for movie rights are already in process. Author McPartland is also expanding his close-up into a novel.—ED.

Sirs:

LIFE is exposing itself to charges of propaganda and failing to sustain the good faith of its readers who value objectivity and impartial reporting of the news. Are we to swallow undiluted this man's words without means of judgment as to their validity, source and motive? Are we not entitled to an insight into this man's character?

Who is McPartland?

JOHN MARSHALL
Chicago, Ill.

● Thirty-six-year-old Writer John McPartland gathered his material at the source during his close personal connection with Chicago Commun-



JOHN McPARTLAND

ists over a period of six years, ending when he was inducted into the Army in 1943. During that time McPartland attended numerous party gatherings in the Chicago area and was approached more than once on the subject of joining the party but never did so. His part-time maid was an active member, who later became an official of the party in New York. The "Kelly" he describes is a combination of three men whom he knew well: one who left the party 10 years ago, another who left last year and a third who still belongs.—ED.

Sirs:

In the McPartland article there was, in my opinion, a highly misleading interpretation of the battle during the 1937 Republic Steel strike. All the evidence dealing with the incident, as stated in the investigation by the La Follette committee of the Senate which examined it carefully, as well as the newsreels of the fight indicate that the strikers did not provoke the police attack but rather that the attack was unjustified. Any other interpretation in the light of those facts and the investigation would seem to be incorrect and

DOES LOTS MORE
THAN KEEP HAIR

Looking Handsome



Handsome, healthy-looking hair needs a 'hygienic' scalp. And why not enjoy the EXTRA advantages of Kreml Hair Tonic—it gives you your money's worth!

Kreml contains a special combination of hair-grooming ingredients, which is found in NO OTHER hair tonic. That's why it keeps hair neatly groomed longer with such a nice, healthy-looking lustre. But Kreml does LOTS MORE—



NEVER SMOTHERS HAIR AND SCALP DOWN WITH GREASY GOO
Kreml keeps hair perfectly groomed all day long yet never looks or feels greasy. Kreml always looks and feels SO CLEAN on hair and scalp. No grease comes off on hatbands!

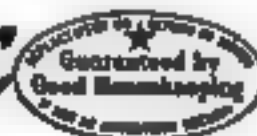
IS YOUR HAIR SO DRY IT BREAKS AND FALLS?

Kreml is great to lubricate a dry scalp! And if your hair is so dry it breaks and falls when you comb it—Kreml actually helps 'condition' hair in that it leaves it feeling softer, more pliable. Kreml also removes dandruff flakes and leaves scalp feeling so ALIVE. Use Kreml daily for better-groomed hair and a more 'hygienic' scalp.



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Located on a campus-like site extending over 155 acres, just outside Syracuse, N. Y., General Electric Electronics Park is already in operation. Virtually a city of six thousand, this vast project embraces over one million square feet of floor area in buildings of advanced design, providing the world's finest integrated facility for electronic research, engineering, manufacturing, power, employee welfare, education and administration. Behind its outward University facade, here are the most modern laboratories, shops and production lines of our kind. Planned and built in General Electric's great tradition of leadership, Electronics Park is truly the new WORLD CENTER FOR PROGRESS THROUGH ELECTRONICS.



TO the mother in Nome, Cape Town or Peoria, the flier and the farmer and the man who sews metal into ships and cars and homes...

To the family called America and the Neighborhood that is the World... to the bride, the infant, the sailor, the editor and atom splitter...

To the conquest of fog, darkness, distance, and energy... the extension of intelligence, security, health, comfort, and happiness... to the emancipation of man by an ever greater distribution of the blessings of electronics...

To all of these and to all people everywhere, General Electric dedicates G-E ELECTRONICS PARK, now in operation at Syracuse, New York.

Here is the greatest exclusive electronics center ever established, with completely integrated research, engineering, and manufacturing in one self-contained operation.

Here the rich traditions of Edison, Steinmetz, Langmuir and Coolidge are being projected into everwidening service through electronics.

Aided by wonder-working G-E electronic tubes, industry, transportation, medicine, agriculture, and education are now marching to new horizons. Millions enjoy finer entertainment and enlightenment through G-E natural color tone radios, superclarity television receivers, and revolutionary electronic phonographs—products of General Electric Electronics Park.

Complete radio stations, television relays, marine radar, communications for ships, airplanes, trains, cars and trucks—all, from the tiniest electron tube to transmitters that girdle the globe, are conceived, engineered and precision made at Electronics Park to assure finest performance and utmost value.

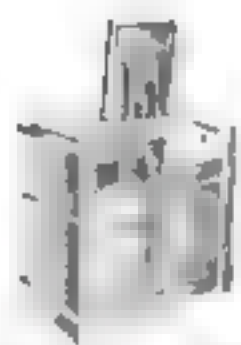
Today, your whole life—the things you eat, wear and own, the car you buy, the house you live in, all kinds of industries—are being bettered by G-E electronic devices and services.

With faith in tomorrow, General Electric enterprise has made Electronics Park the World Center for Progress through Electronics—the fountain head of even finer things to come.

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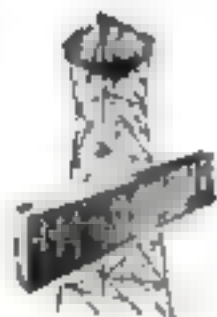
General Electric Company, Electronics Park, Syracuse, N. Y.



● Facsimile, new development of electronic research, transmits the printed word on a radio wave... makes publication of wireless newspapers possible.



● Radio, television, and hundreds of industrial processes benefit through the ever-widening service of G-E electronic tubes.



● Already linking New York to Schenectady, microwave relay systems designed by G-E pave the way for establishing national television networks.



● Scores of industries have been enabled to reduce their manufacturing costs and improve the quality of their output through G-E electronic heating units.



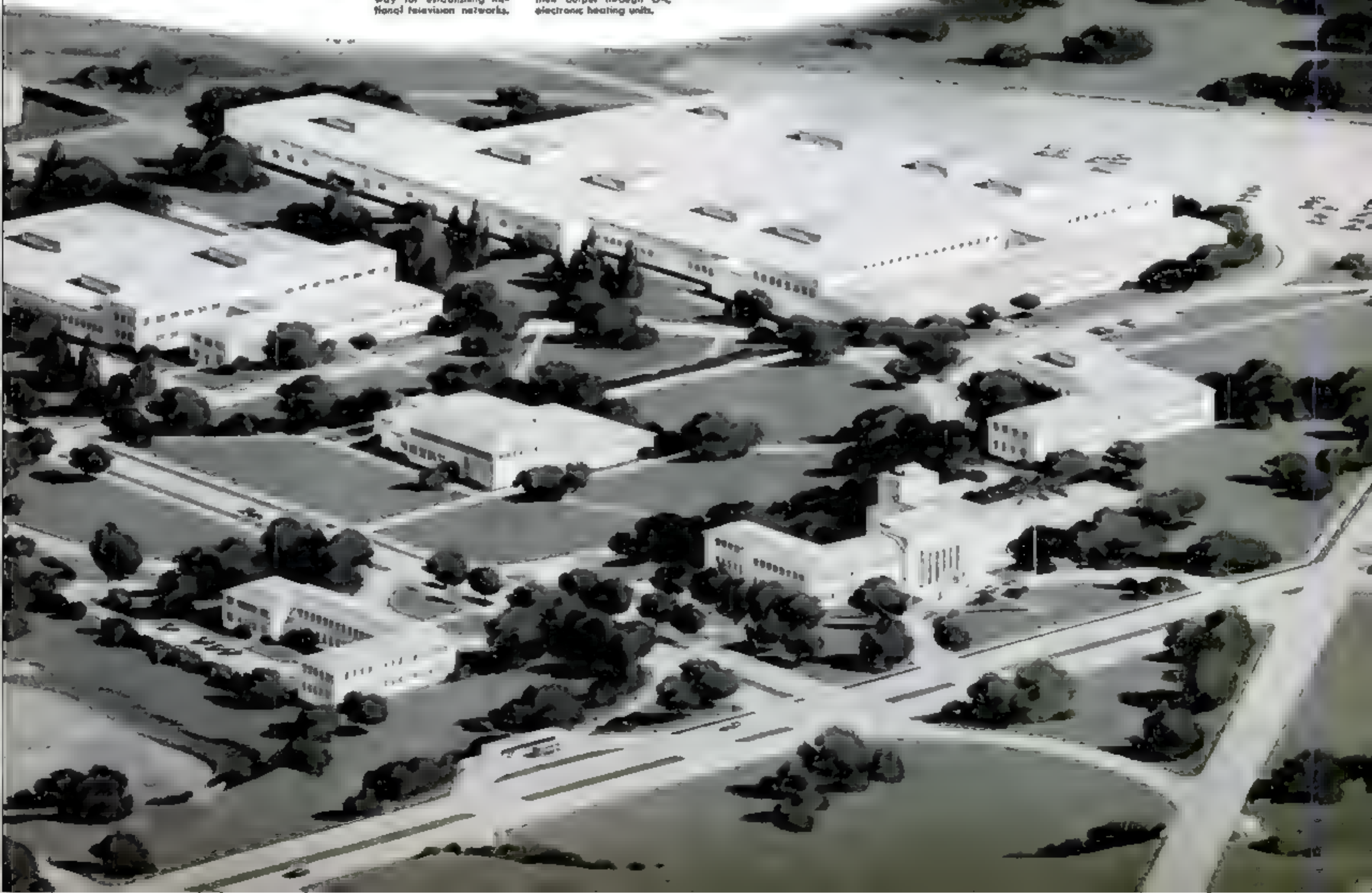
● General Electric low-cost maritime radar gives ship masters dependable electronic "eyes" that see through the thickest fog, the blocked night.



● Police, fire, and overland transportation systems today are achieving higher operating efficiencies with G-E mobile two-way communication equipment.



● Outgrowth of electronic research in aerial navigation, G-E aircraft radar will extend the dependability of air transportation.



*This year
make a beauty
of yourself*



The pendulum has swung to pretty fashions, fresh-looking natural complexions. For this is the time of the pretty woman. Gone—too hasty skin care. Acclaimed—the Luxuria-care Harriet Hubbard Ayer so carefully plans for you.

- ★ Start complexion care with thorough Luxuria cleansing, 1.00*, 2.25*, 3.50*.
- ★ Next, Skin Lotion to keep pores tending to business, 1.00*, 1.75*.
- ★ At night, smooth on Beautifying Face Cream for the pretty-as-porcelain look, 1.00*, 1.75*, 3.50*.

*Plus Tax

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HUBBARD

Ayer

LUXURIA LENGTHENS YOUR LOVELIEST HOURS

*Result—You didn't know
you were such
a beauty!*

LETTERS TO THE EDITORS

CONTINUED

highly misleading in attempting to show that the strike was Communist-dominated.

GEORGE ROSEN

Bard College
Annandale-on-Hudson, N.Y.

● McPartland never said that the strike was Communist-dominated. On the contrary, he made it clear that the steelworkers and their leaders had no part in provoking violence. As to the Communists' plan to foment an incident from the supposedly peaceful demonstrations, McPartland got his information firsthand from a steelworker who witnessed Communist preparations for the massacre and who was himself injured in the resulting violence. In addition party members have confirmed to McPartland their part in the incident.—ED.

BOOK OF HOURS

Sirs:

LIFE (Jan. 5) gives us for the New Year a reproduction of the most beautiful calendar in existence, the Book of Hours, painted for the Duc de Berry. You might have pointed out that these lovely scenes were the model for some of the French pictures in Sir Laurence Olivier's film, *Henry V*, notably the one for February for the scene between Fluellen and Pistol with the leek.

CHARLTON OGBURN

New York, N.Y.

Sirs:

I should like to know why the arches over the pictures in the Book of Hours contain inscriptions on some pages but not on others. Are they left off because they do not appear on the original or is this merely a typographical error?

FRANK WOODEN

Philadelphia, Pa.

● The error, or oversight, was the artists'. They never got around to lettering in the inscriptions for January, April, May and August.—ED.

Sirs:

It seems that the high-school fad (LIFE, Nov. 17) whereby girl friends like to swap an ankle or a saddle shoe with each other is nothing new. Upon looking closely at the calendar painting, January, of the Book of Hours, it appears to me that two of the Duc de Berry's knights have done that. In fact they must have traded with a third knight, since there is a total of three types of stockings between the two of them.

MARY JACKSON

Champaign, Ill.

● The medieval look endorsed unmatched hose. Sometimes one entire side of a knight's costume was different from the other.—ED.

WHICH COPY OF "LIFE" DO YOU READ?

Sirs:

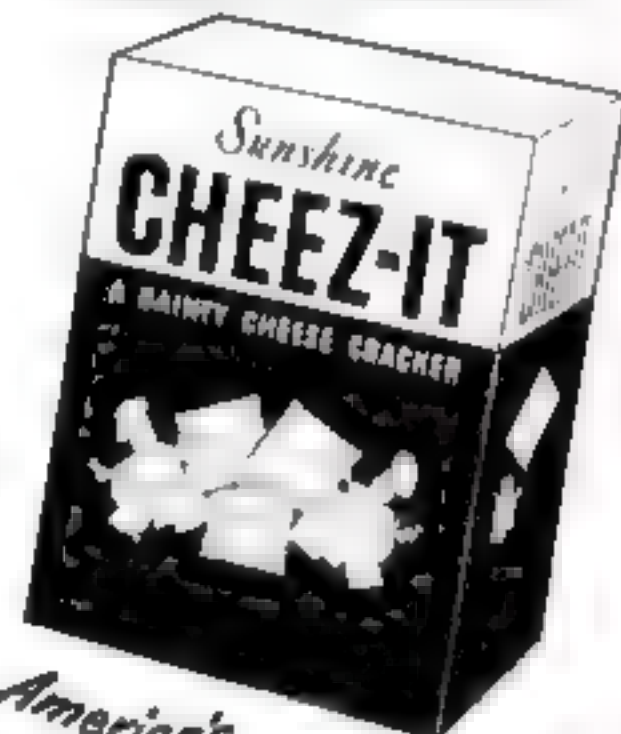
At a family gathering after the recent snowstorm in New York City one member of the group said 99 million tons fell, quoting LIFE, Jan. 5. Another member of the group, also quoting LIFE, said it was 18 million. Each produced his copy and lo and behold, on page 12 the same pictures

CONTINUED ON PAGE 21

MAN CRAZY



for that distinctive
tangy flavor of
CHEEZ-IT crackers!



*America's
largest selling cheese cracker!*
A Quality Product of Sunshine Biscuits, Inc.

La BOHEME
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**AMERICA'S
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Have you tried it WINTER-STYLE?

Libby's *TWICE-RICH*^{*} Tomato Juice



Piping-Hot Libby's

the cup that really
cheers on a cold day!

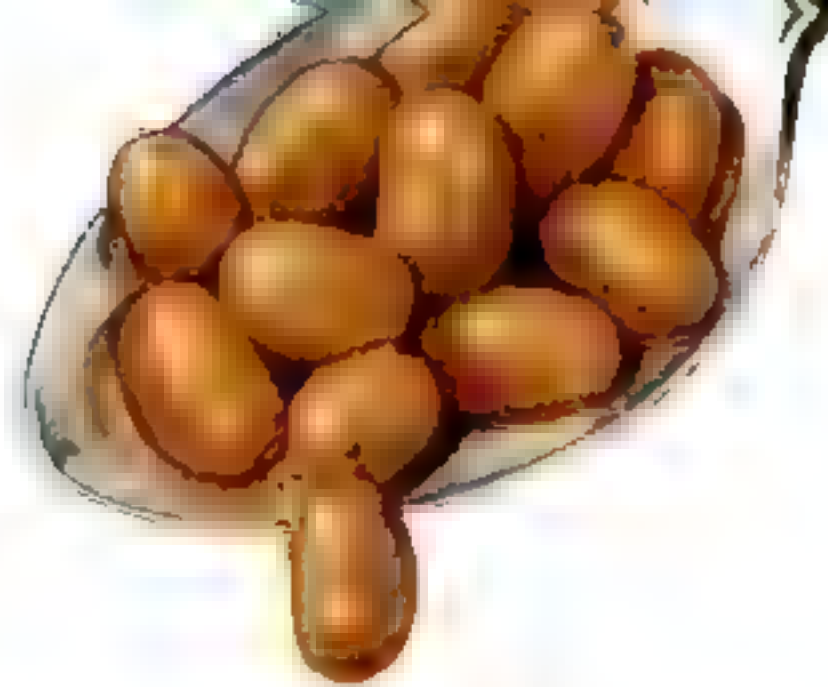


• You know Libby's sparkling, refreshing goodness as it as a warmer-upper—a piping-hot drink that all of your folks will go for, and you will fix in a jiffy! Just heat Libby's; *but don't* boil it, because Libby's Juice is ***RICH IN VITAMINS** that you want to protect. It's rich in Vitamins A and C—and a ready source of B₁ and B₂!

And don't try this tomato juice winter trick with "just any" brand. It takes Libby's ***RICH IN FLAVOR**, rich in consistency. Yes, it takes genuine Libby's to make a cup of really swell-drinking hot tomato juice.

After school, after sports, after Dad shovels the walk—come up with steaming Libby's and see the folks drink it down with delight. Grand by itself, or with snack! Keep stocked with plenty of this flavor-rich, vitamin-rich juice to serve both hot and cold real often. Get Libby's today.

LIBBY, McNEILL & LIBBY, Chicago 9, Ill.
THIS IS LIBBY'S BOTH YEARS!



Every  Bean

Flavor  Perfect

Tender  *thru and thru*

due  to

Libby's  exclusive

Deep-Brown  cooking

Each bean is surrounded by deep, even heat—cooked clear to the heart for wonderfully extra tenderness and richer flavor. Try 'em tonight!

NOW 3 STYLES—
Vegetarian—with longy tomato sauce.
With Pork and Tomato Sauce.
Boston Style with pork and molasses.



Hear!
"MY TRUE STORY"
—mornings— Mon. thru
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equipment and
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houses for delivery to the telephone companies, and installs central office equipment.

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Since 1882, Western Electric has been a member of the Bell Telephone family—helping to make your service the world's best at the lowest possible cost.

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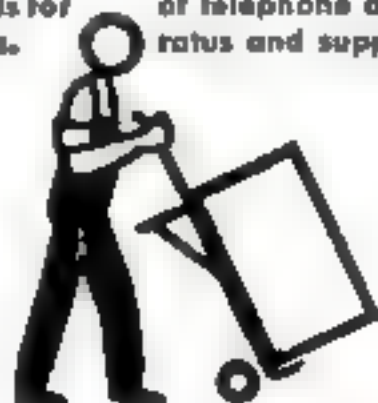
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of supplies of all kinds for telephone companies.



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of telephone apparatus and supplies.



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of telephone central office equipment.



Western Electric

A UNIT OF THE BELL  SYSTEM SINCE 1882



You can
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Orchids

Horrors! You've forgotten to "see to" the toilet bowl! And guests coming. But, it's all right, lady—keep your orchids on. Just sprinkle Sani-Flush in the toilet bowl. No fuss, muss or feathers. No work. Sani-Flush cleans away stains and film—disinfects—leaves only odorless toilet bowl freshness.

Safe in all toilet systems. Works in hard or soft water. At everybody's grocer's. Two handy sizes. The Hygienic Products Company, Canton 2, Ohio.

Sani-Flush

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TWICE
WEEKLY



DOUBLE LIFE! DOUBLE VALUE

Beautifulness prefer JOY implements of surgical steel. DOUBLE PLATED for DOUBLE LIFE and LASTING BEAUTY.

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LETTERS TO THE EDITORS

CONTINUED

and text appeared, but with conflicting figures. Which is right, and who pulled the boner?

MARGERY BAKER

Mount Arlington, N. J.

● See explanation from apologetic Snow Superintendent Screvane below; about one million copies of LIFE had been printed before the mistake could be rectified.—ED.

Sirs:

In computing the total cubic yards and the total number of tons of snow which fell upon the City of New York during the recent storm, an error was made which changed the original report of 130 million cubic yards and 18,200,000 tons to 710,298,761 cubic yards and 99,441,826 tons.

The error was found upon rechecking but not until after the erroneous figures had been submitted to LIFE, which had made the original request for this information. This occurred approximately 10 hours after the original information had been furnished.

PAUL R. SCREVANE
Snow Superintendent

New York, N.Y.

THE PRESIDENT'S PUP

Sirs:

Your Picture of the Week (LIFE, Jan. 5) shows the President's new pup, Feller, unhappy at the moment of his arrival from Illinois. I note in the picture that someone has already presented the little spaniel with a rubber ball. Lots of people give pups what strong-jawed dogs should have. The pups chew the rubber, swallow it, get obstructed innards and have to be operated on.

Truman may have had dogs as a youngster, but they were probably country dogs. I think he is new as a pet-owner. Someone should warn him about rubber toys for dogs.

R. A. CHILDRESS

New York, N.Y.

● Far from being new as a pet-owner, President Truman recollects that during his boyhood there were perhaps 40 or 50 dogs on the family farm. He is certain that none of them died from eating rubber balls.—ED.

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W

is for
WALRUS

The time's come, I would guess,
When I'll have to confess:
Over bi-valves I practically drool
For the Oyster and Clam,
I'll admit that I am
Just a helpless old, silly old fool!



C

is for CAT

When I throw this harpoon,
Oh, I think I will swoon
If it ever should catch in a fish!
For up here folks eat blubber
But, to me, blubber's rubber
And a Fish is my number one wish!

The walrus and the cat have widely differing tastes in the matter of what is good to eat. And this is scarcely odd, because they're widely differing animals.

And while oysters and clams are all very well for a walrus, a cat has a natural preference for fish. According to scientists, fish contains the food elements a cat needs for proper growth and health.

And now you know why Puss 'n Boots Cat Food is 85% fresh-caught fish, including vital glandular tissue, with all

the protein, minerals, and vitamins necessary to make a nourishing meal.

On top of that, cereals and other important elements are thoroughly ground up and cooked with the fish to make Puss 'n Boots cat food a well-balanced, all-purpose diet.

Recommended by veterinarians and thousands of cat-owners, Puss 'n Boots is America's leading cat food.

In good supply again, ask for Puss 'n Boots today

Puss 'n Boots

C is for Cat . . . and so is Puss 'n Boots

© 1948, Coast Fishing Co., Wilmington, Calif.





***SPEAKING OF
PICTURES . . .***



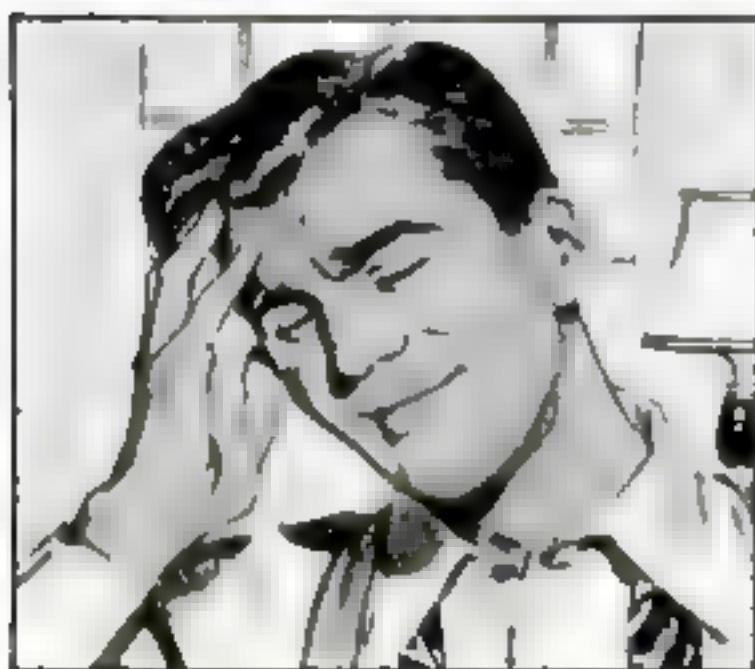
. . . STREAM OF MILK MAKES A DOTTED BEELINE TO FELINE

The splattered cat above forms part of a rural prank as old as farming. For years farmers have been diverting long streams of milk directly into the faces of cats and even children (*next page*) to break the

dull routine of milking and show off their skill. For almost as many years hard-pressed cameramen have kept deluging city editors with pictures of such bucolic events, and the editors have kept on running

them. But it remained for a British photographer to produce the cow-cat picture above, which, made at 1/10,000th of a second to stop each drop of milk in mid-air, may easily become a classic of its kind.

IT'S A NEW YEAR... BUT THE SAME OLD DOGHOUSE!



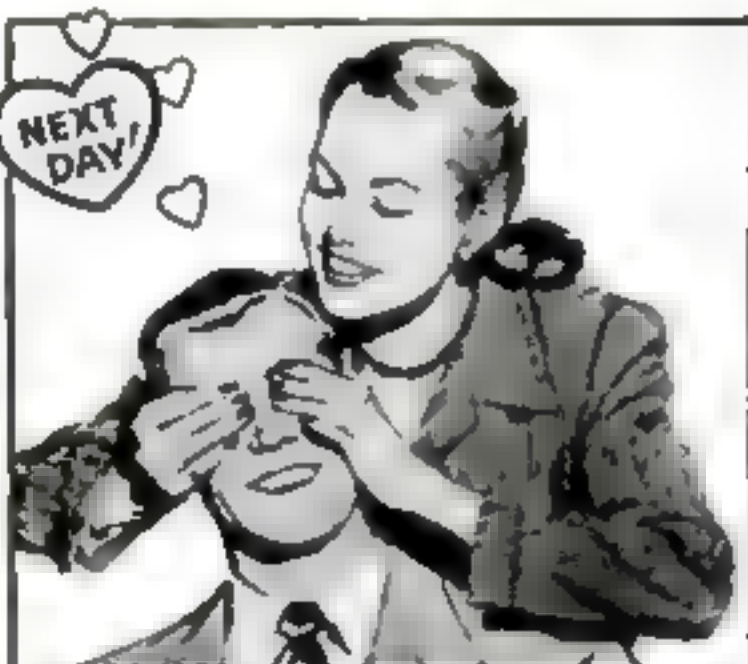
JIM: You'd think a fellow's wife would be more understanding. Okay, so I did tell Jessie that dinner was dull as dish-water. Gosh, when constipation makes a guy feel punk, it's hard to be tactful. Wish she'd speak to me . . .



JIM: That melted her a little. And then she told me something I never knew . . . that you should always take a laxative that relieves not only constipation, but acid indigestion, too—because both conditions often come together.



JIM: Jessie gave me Phillips' Milk of Magnesia. She says that besides being a marvelous laxative, it's one of the fastest, most effective antacids known . . . and therefore quickly relieves constipation and sleep-robbing acid indigestion.



JIM: Boy! That Phillips' Milk of Magnesia sure does work! I feel wonderful this morning . . . and it looks like I'm saying the right things, too! Told Jess she looks like a Queen . . . and, as you can see, I'm out of the doghouse—but good!

SO GENTLE FOR CHILDREN...SO THOROUGH FOR GROWNUPS

PHILLIPS'

MILK OF MAGNESIA

Liquor or Tablets

Get the 50¢ bottle. Contains three times as much as the 25¢ size. Also available in convenient tablet form—25¢ a box, less than 1¢ a tablet.



SPEAKING OF PICTURES

CONTINUED



BOSTON COW, with the help of an amateur milker named Mrs. Gordon Saunders, delivers somewhat erratic stream into the face of a surprised child.



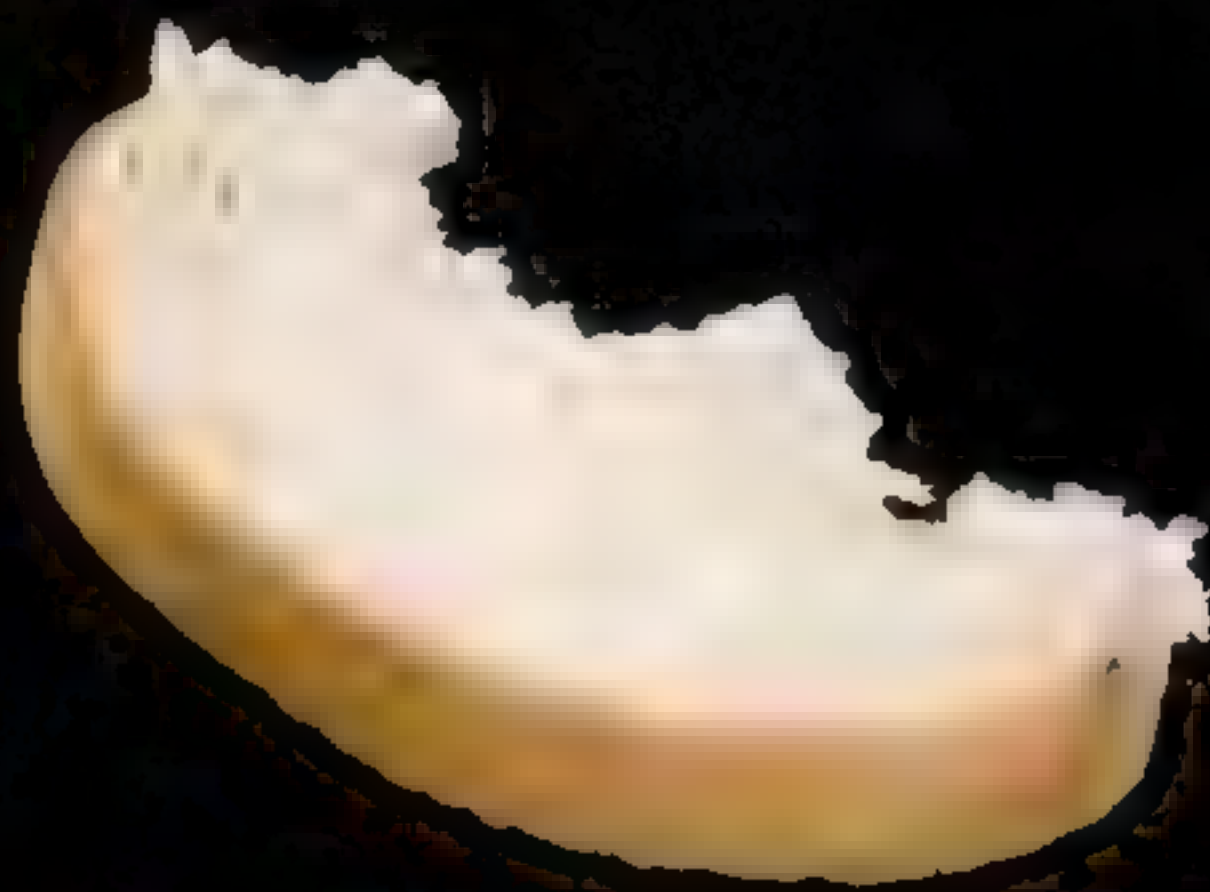
ILLINOIS CAT fans air while reaching eagerly for its regular evening meal, squirted with a practiced hand by young farmer Robert Carlson of Hillsdale.



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WITH *Mercury*

MORE BEAUTY, MORE PICK-UP, MORE POWER, MORE ECONOMY OF OPERATION—
MORE CAR FOR THE MONEY ANY WAY YOU LOOK AT IT!

Mercury—Division of Ford Motor Company



THIS PIECE OF BREAD was first pictured here a year ago. Perhaps you remember it. Now, as then, millions are hungry. Fortunately today there are adequate supplies of wheat to save human lives overseas—if none is

wasted. That is why homemakers have been asked to conserve bread, meat, eggs and other foods involving the use of grain . . . why farmers have been asked to feed less wheat to livestock.

Why do the hungry ask first for bread?

When famine strikes in Europe why does a humble North Dakota grain elevator suddenly become a tower of hope to millions of men, women and children? Why does that slice of bread on your dinner plate symbolize life itself to so many people?

Here are the facts:

- Bread is the main-stay in the diet of a large share of the world's population. It is one of the least expensive basic foods. It is convenient to use. It tastes good. It's easy to digest. And it generously supplies the most immediate need of your body—food energy.

- Bread combines energy-producing carbohydrates with muscle-building protein, and quickly satisfies hunger.

- In its modern, enriched form, bread also provides *highly important* amounts of three important B vitamins—thiamine, niacin and riboflavin and iron. In addition, bread furnishes some phosphorus and calcium.

These are the reasons why we, as a nation, should send all the wheat and flour possible to hungry people across the seas.



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LIFE



LIFE'S COVER

The girl on the cover wears one of the resort season's newest fashions, a boned, strapless Laxtex bathing suit. She is Wendy Burden, 20-year-old debutante-turned-model, eldest daughter of W. Douglas Burden, socialite-ichthyologist Wendy came out two years ago at the River Club, then completed two years at Finch Junior College, this year took up modeling as a step toward a stage career. Her tall hourglass figure is ideal for the new clothes. She also studies singing and dramatics and hopes that Rodgers and Hammerstein will "discover" her in time for their next production.

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DRESS BY FILCOL

Snug fit for "spotlighted" ankles!

THE "NEW LOOK" spotlights ankles, and Cannon Nylons meet the challenge—with extra elasticity for hug-you-tight fit!

You get mistiness without shine, too (thanks to high-twist thread). And remember, Cannons are made in air-conditioned rooms—to assure you of the same lovely quality in every pair!

not just nylons...but
Cannon Nylons!



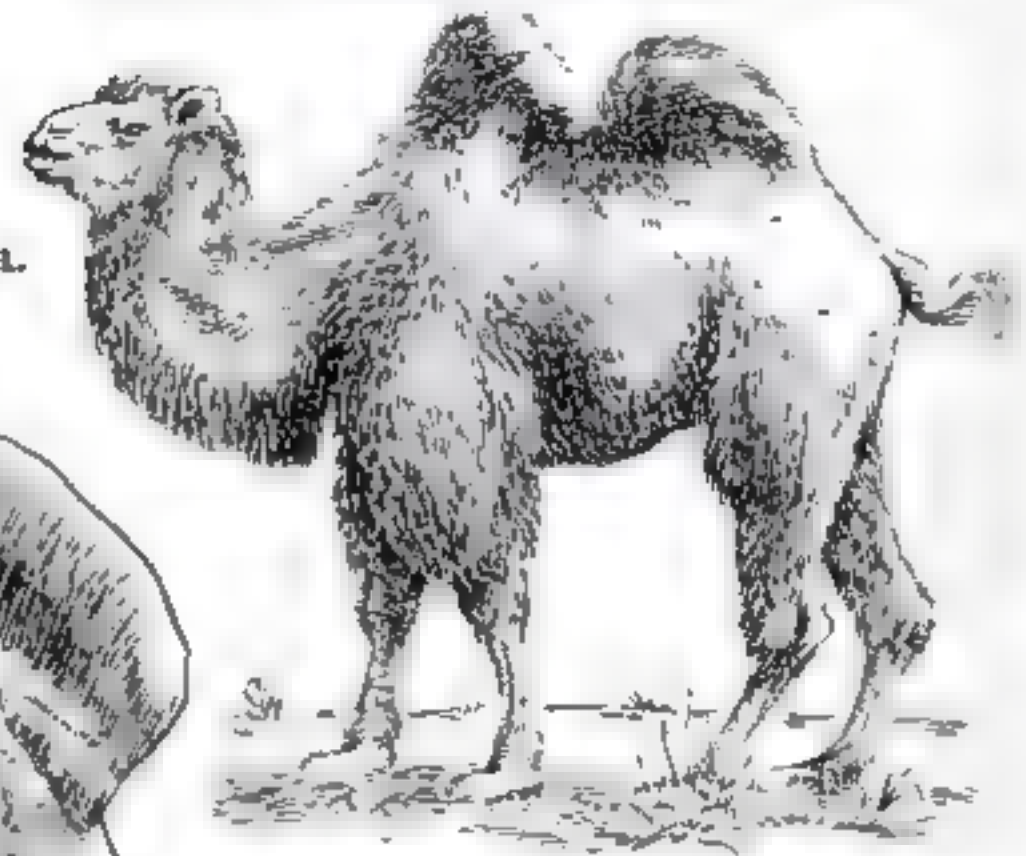
CANNON MILLS, INC. ★ Makers of Cannon Towels, Sheets, Blankets

Copr. 1948, Cannon Mills, Inc.

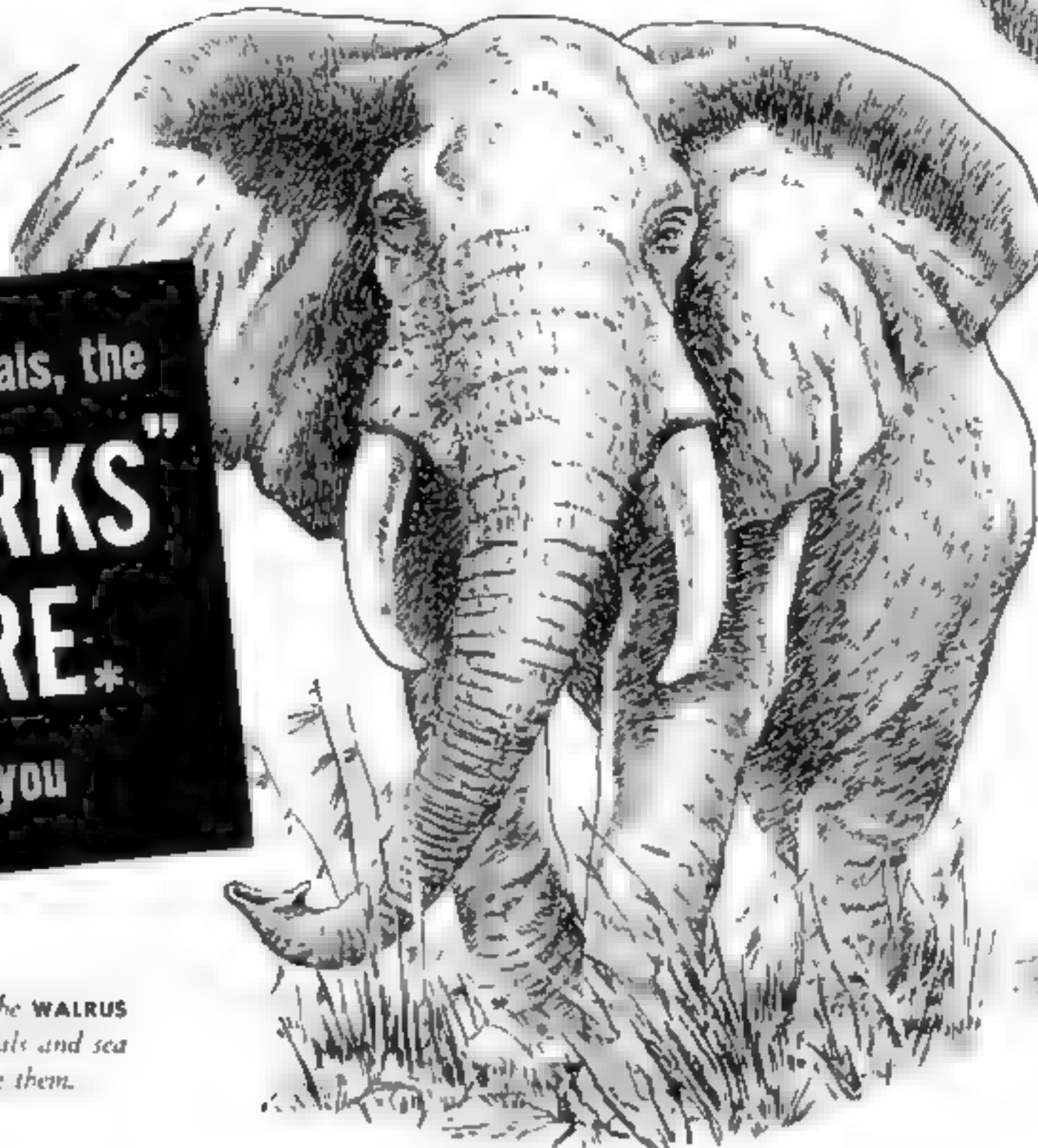


You can't miss the identifying feature of a ZEBRA—his striped coat.

A humped back distinguishes the CAMEL.



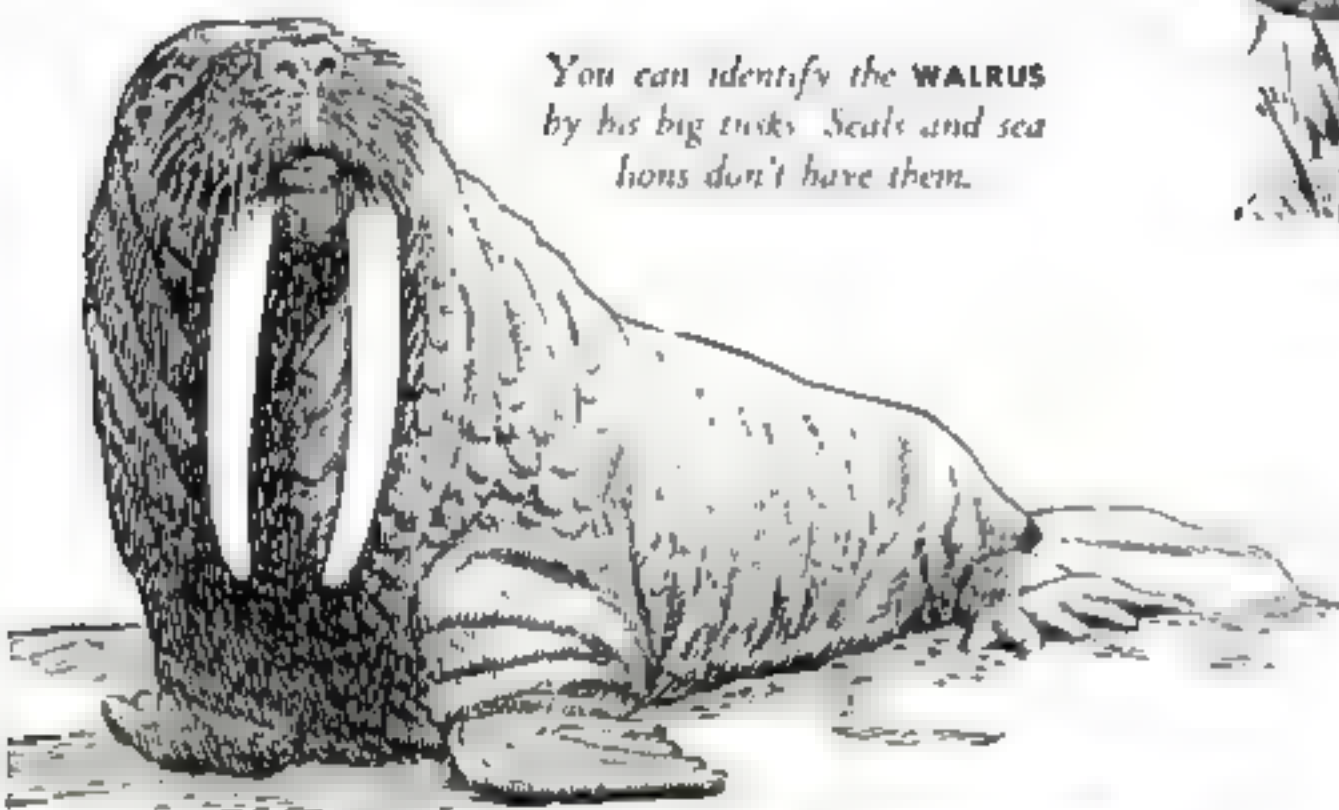
Big ears are the mark of the AFRICAN ELEPHANT
Indian elephants have small ears.



A bill like that of a duck is the peculiar feature of the strange PLATYPUS... a mammal that lays eggs.



You can identify the WALRUS by his big tusks. Seals and sea lions don't have them.



A tubular snout equipped with a 12 inch tongue makes the GIANT ANTEATER easy to recognize



When you buy gasoline, the

TRADE-MARK
"ETHYL"



identifies gasoline stepped up
with "Ethyl" antiknock fluid

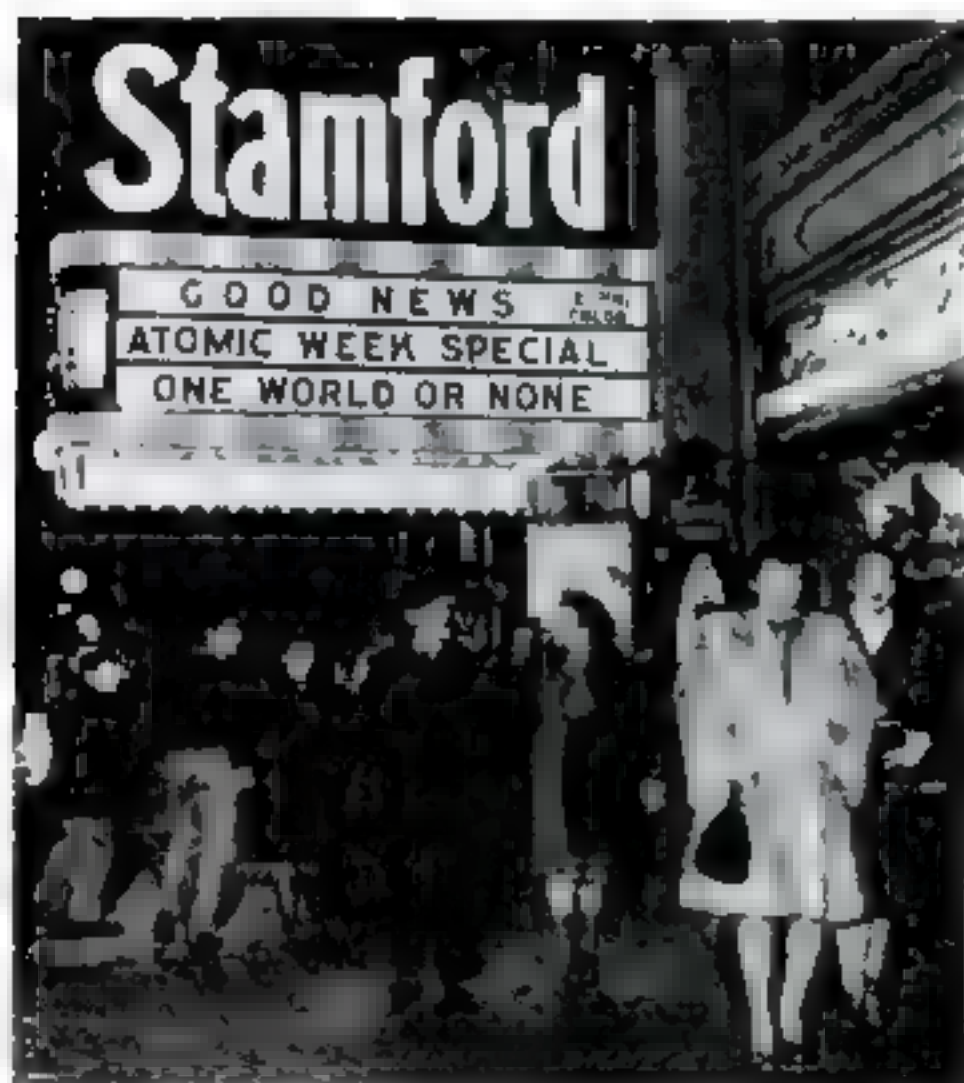
To get the most mileage from your car—use high quality gasoline improved with "Ethyl" antiknock fluid and have your motor service man tune up your engine to take full advantage of its higher quality. In these days when the oil industry is working night and day to keep up with the demand for gasoline, you can help conserve gasoline by driving at moderate speeds, avoiding "jack rabbit" starts and keeping tires properly inflated. Ethyl Corporation, N. Y.—makers of "Ethyl" antiknock compound



ATOMIC SHOW PUT ON ROAD

From Jan. 4 to 11 wherever a citizen of Stamford, Conn. (pop. 48,000) went, he ran into problems of atomic energy. Downtown a brightly illuminated poster demonstrated chain reaction. In schools exhibits like the atomic pile model shown at right were on view. The library displayed recommended reading. And even when a Stamfordite went to church he heard a sermon on the moral problems raised by atomic energy.

Stamford was observing "Atomic Energy Week." But the town was doing more than that. It was setting an example for the nation in following the advice of U.S. Atomic Energy Commission Chairman David Lilienthal: "Look upon this task of becoming familiar with it as an obligation. . . . If fools or schemers . . . get this thing out of your hands, it may then be too late." What Lilienthal meant was simple and frightening. The future under atomic energy is, after all, in the hands of the people. To protect it, through their representatives in Washington, they must know what they are dealing with. Lilienthal feels that terms like isotope and cloud chamber must become as familiar and understandable to Americans as carburetor and spark plug. So the big peacetime atomic laboratory at Brookhaven, N.Y., with the help of local groups across the nation and the blessings of the AEC, is sending some of its equipment around the country on a scientific road show. Stamford was one of the first stops on the circuit. Next stop is New York. As it tours the U.S., people will learn more about the tremendous instrument of power that, whether they like it or not, belongs to them.



MOVIE MARQUEE announces short on atomic energy. Bomb's destructive power impressed audiences.



MODEL ATOMIC PILE is explained by Demonstrator Alfred Kanzler. Rod sticking out from model

simulates control of real pile. Inside model is small uranium sample. Tube at left lights up when atoms split.



AT THE HIGH SCHOOL PROF, JOHN DUNNING WATCHES AN OSCILLOSCOPE FOR PIPS OF LIGHT INDICATING URANIUM ATOMS HAVE SPLIT. URANIUM IS IN BOX ON TABLE

TOWN LEARNS A LOT, AND THE SMALL BOYS EVEN GATHER SAMPLES

A Stanfordite who was still ignorant about atomic energy last week had only himself to blame. Such brilliant physicists as Prof. John Dunning of Columbia University (*above*) were there and it promises could congratulate themselves on accomplishing most of what they intended. Said one man: "I never thought I had much time to think about this stuff, but I guess I'd better make time." It was no surprise, of course, that the children were far ahead of their elders. High-school girls gladly submitted

to fascinating demonstrations (*top right*) to get a understanding of the physics behind atomic energy. Everywhere small boys gawked at exhibits, taking embarrassing pictures of their faces and pulling out their pockets for the pit. However, they were thereby worrying their parents who are just learning that peaceful use contacts but not producing a bomb. But the parents were quickly assured that as part of the exhibit was really composed of harmless things



SUNDAY-SCHOOL CHILDREN gather at the Methodist church to hear Chemist Wilbur Miller, principal organizer of Stanford's atomic energy week, tell them that the

only hope for peaceful use of atomic energy lies with them. After Miller's talk the school film called *One World or None* which documents the development of the atom bomb.

STATIC ELECTRICITY, PART OF THE ATOMIC LAB EXHIBIT,
MAKES A STAMFORD SCHOOLGIRL'S HAIR STAND ON END



AMERICAN "GENEROSITY"

THE FIGURES SHOW THAT MOST OF US DO FAR LESS THAN OUR DUTY BY OUR FELLOW MAN

Among the many records which the American economy is now setting is what the income tax calls "contributions." Gifts to churches are at an all-time high. CARE packages are shipped abroad at the rate of more than 20,000 a day. Because of rising costs and sharper need, charities big and small have had to set record goals for their 1948 drives. United Jewish Appeal, the pacesetter, seeks no less than \$250 million, twice what it raised last year. Our 850 Community Chests will raise more than \$170 million if their collections maintain the present rate, which is slightly ahead of last year. American Overseas Aid, our part of the United Nations Appeal for Children, aims to raise \$60 million during February alone. Such statistics tempt one to hail the American as the most generous of humans, on top of being the tallest, richest, healthiest, most likely to succeed, etc. Unfortunately even if this could be proved, congratulations would not be in order.

For the fact is that the American today is less generous than his father and grandfather were and far less generous than he ought to be by any standard. The charities and private institutions which depend on his generosity, while handling record sums, are not holding their own. They received about \$2.5 billion last year. This is a smaller percentage of the national income (less than 2%) than they received in the worst days of the depression (about 5%). According to the Golden Rule Foundation, contributions have been getting a diminishing share of our wealth for 20 years. We now spend less on our fellow man than we do on beer and liquor (\$8.7 billion), on tobacco (\$3.4 billion), on horse betting (\$6 billion). And what is worse, practically everybody manages to afford these trivial pleasures, whereas charity depends largely on a conscientious minority (not by any means the richest minority) who believe in and act on the golden rule. While the gulf between America's rich and poor has narrowed, an uglier gulf is taking its place: the gulf between those who feel a personal responsibility for want, grief and ignorance in the world and those who don't.

"Big Business"

What has caused this widespread atrophy of our charitable sense? One cause may be that very provision in the income tax that is designed to make giving easier. As tax experts have pointed out, the 15% limitation penalizes the socially conscious rich man who wants to give away more than 15% of his income, while in the lower brackets—where a 10% deduction for contributions can be taken automatically, whether it represents actual gifts or not—the individual is encouraged to think of himself as more generous than he really is. That 10% automatic deduction is really a laugh. Eighty percent of all taxpayers take it. If it represented real gifts, charities would get \$9 billion from this source alone, nearly four times what they actually get from all sources. If everybody gave the full 15% contemplated by the law, contributions would be 10 times what they are. So far are our legal pretenses of generosity from the cold facts.

Another cause of atrophy may lie in the fact that charity, in order to be efficient, has or-

ganized itself along big-business lines. "Social service" has become a trade like any other, with union contracts limiting hours. Money-raising is a fine art, with firms like John Price Jones handling all details for a fee. Tax lawyers work out ingenious forms of family trusts and foundations whose welfare purposes are sometimes adulterated with a private interest. Sensing all this, many a citizen begins to think of charity in the same terms as he does of U.S. Steel—a fine thing, no doubt, but not his personal concern. Welcoming any excuse for his own selfishness, he pretends that the golden rule has been trustified. Is this true?

Let us look more closely at one of these welfare agencies and see what the money actually does. It so happens that one of them, the American Friends Service Committee, won the 1947 Nobel Peace Prize (sharing it with their English cousins). Let the Friends serve as an example of charities in general.

On The Front Lines

The A.F.S.C. has a staff of 530 people, many of them unpaid volunteers, and a 1948 operating budget of \$7 million which they raise mostly from non-Quaker sources. At present they run refugee camps in both India and Pakistan, they feed and clothe Japanese and give medical service in China, they help Finns drain swamps near the Arctic Circle, they teach ABCs to Mexicans, they rebuild schools in the Tennessee mountains and houses in the Chicago slums. A highly characteristic new project is in Germany, where a dozen or so A.F.S.C. workers have probably drawn closer to the German people than any other Americans.

Germans, who are colder and hungrier than at any time since the Thirty Years' War, can think of little but coal and potatoes. They get American CARE and similar packages at the rate of one million a month, a big drop in a bottomless bucket. But there is another German need which only the A.F.S.C. is doing anything about: the need to think about something besides coal and potatoes. In six German cities the Friends who live with Germans and share their troubles have set up neighborhood centers whose direction and expense they also share with Germans. In these centers are warming rooms, workshops, sewing machines, laundries (with soap), libraries, nurseries, radios and meeting rooms. Here little knots of German people meet to patch their shoes, exchange rummage or cooking scraps, cut up stumps and discuss everything from the American occupation to the idea of God. The centers are little embryos of the reconstitution of an organic German society. The handful of Americans who cared were able to get these centers started by divorcing themselves from the uniformed island of military government and, by tactful example, recalling to German minds the uses of mutual aid. These A.F.S.C. centers will outlast soup kitchens. They are the sort of charity that reproduces its kind.

There are things that money can't buy, and there is work that money can't motivate. Many a Chinese hospital has no thermometers and no glass in the windows, but the doctors don't quit. There is more, far more, of this love-motivated work in the world, including Amer-

ica, than is accounted for in our economic theory or our statistics. It is the warm blood and flesh around the commercial bones and sinews of our civilization. A look through the *Social Work Year Book*, which lists 465 different voluntary welfare agencies, will give an idea of their scope, beginning with Alcoholics Anonymous and ending with the E. Matilda Ziegler Foundation for the Blind, of Monsey, N.H. And besides welfare agencies there are more than 14,000 private schools and colleges, our best guarantors of educational freedom, which depend increasingly on contributions in order to survive.

"So Much to be Done"

The paradox is that, although money can't buy this love-motivated work, this work can't get done without money. Then whose money and how much? "A tenth is the Lord's." On the average, we Americans give less than a fiftieth.

The man who knows that charities do good work and who still neglects to support them has one last wriggle of an excuse. Prophesying the Age of Plenty, he denies that "the poor we have always with us" and asks instead for better social-security coverage to minimize the need. And indeed (as President Truman recently reminded us) we do need more social security. Perhaps we may even hope for a Utopia in which every helpless man, woman and child, halt, blind or sick, will not be a burden on any of the neighbors but enjoy state care as a right.

But when the floor of a society rises faster than the ceiling, it grows less like Utopia than the inside of a hydraulic press. The ceiling of an expanding free society must rise faster than the floor, and the measure of that ceiling is what individuals do voluntarily for love of each other. If every worthy cause in the world today had all the money it needed, it would be easy to think up new ones. It would also be necessary, if only to maintain the idea of human brotherhood and multiply the channels of our personal responsibility to each other.

How far we are from that Utopian necessity! As an American teacher wrote recently from China, "Misery, misery on every hand; so much to be done, so few to do."

The very variety of appeals means that every American who is self-supporting and self-respecting should adopt at least one unprofitable cause for his interest and money. If he has given before, he should give more to it now than ever. He owes this to himself, to his neighbor and to the idea of a free society.

PICTURE OF THE WEEK: ➔

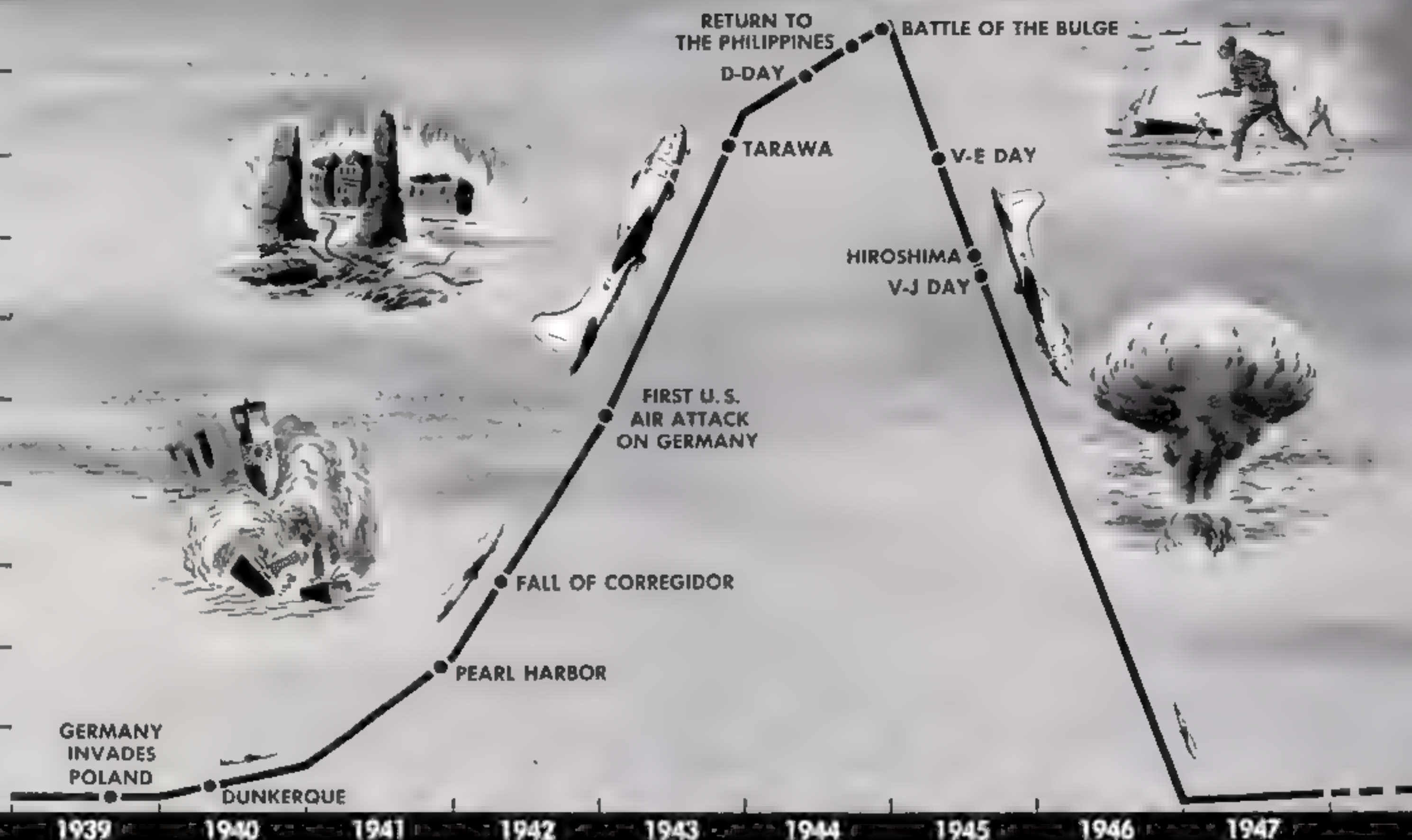
In Washington Jan. 15 Isadore Ginsberg (opposite) blandly told a congressional housing committee that he runs his building-materials business at a 16% to 18% profit, selling some items at double the manufacturer's price. Senator McCarthy, conducting the hearing, called him "the most vicious of the gray marketeers." Ginsberg replied he did not think Congress could pass a law that would stop him. When a witness sarcastically observed that there might be even bigger profits in the gray market in steel (*LIFE*, Jan. 12), Ginsberg shifted his 301 pounds, asked, "How much steel do you need, sir?"



A FAT "GRAY-MARKET" OPERATOR TELLS
CONGRESSMEN ABOUT HIS FAT PROFITS

NUMBER OF PLANES PRODUCED

100,000 —
90,000 —
80,000 —
70,000 —
60,000 —
50,000 —
40,000 —
30,000 —
20,000 —
10,000 —



UPS AND DOWNS OF AVIATION INDUSTRY are shown by high orders from armed forces during the war and nose dive industry took when orders stopped. Today

the industry is about to crash land. Manufacturers lost \$13 million in 1946, will probably still be in the red when 1947's figures are added up. Commission recommended



THE VULNERABLE AVIATION INDUSTRY is grouped in clusters around Los Angeles and New York. Any enemy air attack, commission pointed out, would aim at industrial centers because World War II demonstrated conclusively that to win a war

against the U.S. an enemy must first cripple our ability to mass produce in huge volume. And since this is the air age the aviation plants of the nation would not really be primary targets. The commission recommended dispersing any new plants that have to be built.

A REPORT ON AIR POLICY

Commission investigates possibility of atomic attack and recommends steps to save the airplane industry

"Ladies and gentlemen: your attention, please. We interrupt this program to bring you an important news bulletin. The Associated Press reports that the cities of New York and Los Angeles have just been hit with bombs that appear to be atomic. Because communications to these cities have been cut off, we do not have any further information at the moment. Presumably the bombs were dropped from high-flying planes. . . ."

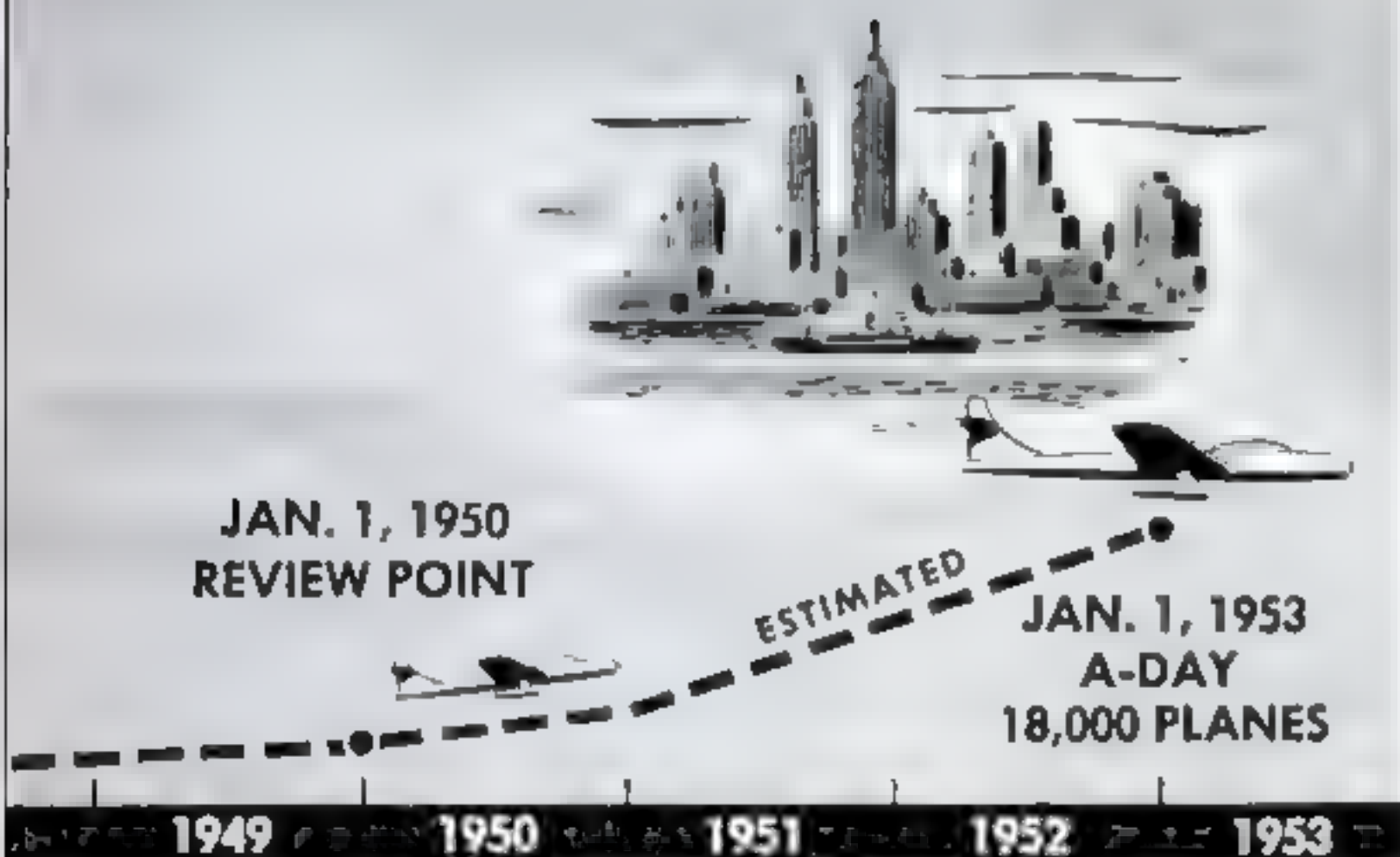
Last week a group of five men in Washington reported to President Truman that this chilling possibility can become actual fact by Jan. 1, 1953 or any day thereafter, and that unless its Air Force is tremendously stronger than it is right now, the U.S. might well lose the war. The five men were members of the President's Air Policy Commission, appointed to study the nation's airpower. After five months of hearings, conferences and an inspection trip to the West Coast in the President's private plane, the commission came up with enough gloomy facts to demand an entirely new U.S. air policy.

The U.S., said the commission, can count on only five years of safety before the time when an enemy may be able to deliver an atomic attack. That day—"A-day"—the commission fixed as Jan. 1, 1953. The only thing the U.S. can do by itself to forestall a war is to get prepared to win it. The only way to win it is to have an Air Force capable of delivering such a paralyzing counterattack that the enemy would be unable to continue the offensive.

This, said the commission, the U.S. Air Force could not do with its present planes nor with the planes it can get under its normal budget. The Air Force and Navy are still dependent on obsolete planes that are not even being produced any more. The overpublicized postwar planes are still little more than research tools, and the aircraft industry, which must perfect them, has been in a nose dive for two years (chart, top left).

To remedy this desperate situation the commission made some bold recommendations: 1) Give the Air Force the money so that it can have at least 18,000 up-to-date warplanes by A-day. This, besides helping the aviation industry, would establish the base for a powerful wartime Air Force. 2) Appoint a board to study U.S. policy periodically according to the changing activity of possible enemies. This would keep the industry producing the latest and best planes, not obsolete ones. 3) Intensify research in new weapons. This is necessary, said the commission, to keep pace with experiments in atomic propulsion, guided missiles, electronics and other devices on which "other nations are busily at work." 4) Continue, and possibly increase, subsidies to airlines, meanwhile doing everything possible to help them achieve a self-supporting status. This would supplement the military orders by helping the airplane manufacturers' most important civilian customers.

The report drew praise from the press and a mild plug from Senator Taft, who preferred it to universal military training. Acceptance of the commission's recommendations would mean adding some \$3 billion to the already colossal military expenses. And the 80th Congress, with an eye on the budget and an ear cocked for election-year rumblings, is already threatening to pare that down.



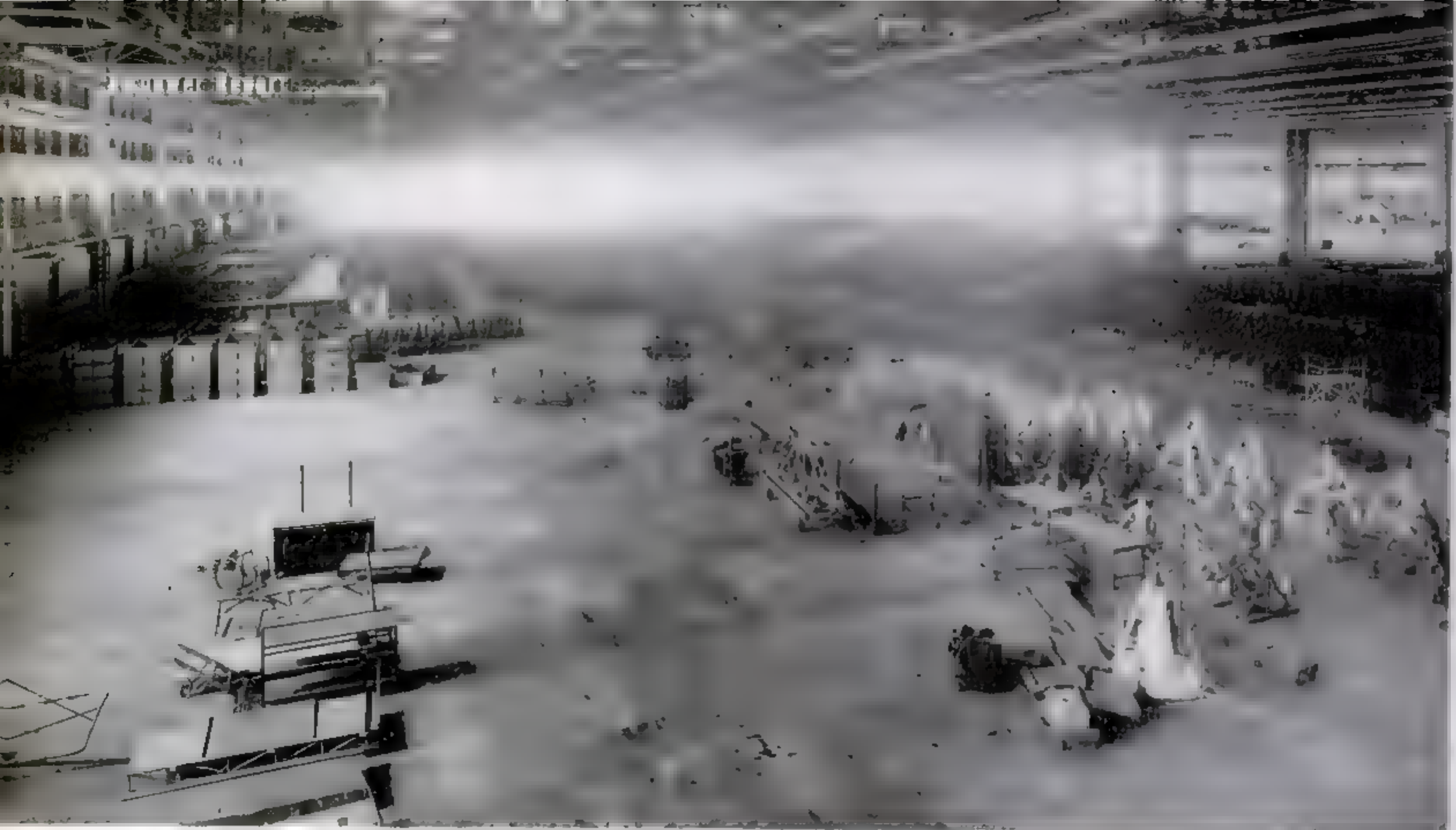
that military orders be increased, as shown by dotted line, until Jan. 1, 1950. At that time the U.S. will have to decide whether to increase orders drastically before A-day.



MANPOWER AND TIME are needed to make the modern superspeed airplanes. In building the B-29 (above) it took five years of work by 1,190 engineers (left), 150 toolers (center) and 600 production-line workers just to get plane ready for its first test flight.



COMMISSION hands in report. Chairman is Lawyer Thomas Finletter (facing Truman). Others (left to right): Publisher Palmer Hoyt, Professor George Baker, Shipbuilder John McCone, Aviation Expert S. Paul Johnston, Credit Analyst Arthur Whiteside.



A MAMMOTH B-29 PLANT AT WICHITA, KAN. WHICH HAD TURNED OUT MORE THAN 1,600 PLANES BEFORE V-J DAY IS NOW A DESOLATE WASTELAND OF UNUSED JUNK

SUPERFAST PLANES ARE INCREDIBLY COMPLEX

The aviation industry is understandably pleased with the commission's report. For two years the industry has been going to pot. Postwar orders have been canceled in wholesale lots by trouble-plagued airlines; once-roaring factories are idle, and highly skilled workers are disappearing into other jobs. But even with the new orders recommended by the commission, plenty of headaches remain. The superfast airplane of today is second only to the atomic bomb in technical complexity. Such specialized machine tools as the one shown opposite must be built to make a single part, and equally complicated machines frequently have to be built to test the part.

James H. ("Dutch") Kindelberger (right), president of North American Aviation company and foremost builder of fighter planes, recalls that only 27 years ago he could pack all the known technical aviation data in a grocery box. Today his aerodynamics division alone could not cram its data into 4,000 such boxes. Now even the riveter must be a skilled craftsman. "Rosie the Riveter," says Dutch, "is a forgotten girl." So new orders are only the beginning. Aviation engineers must make great and time-consuming technological advancements before the U.S. can have the air force it needs for an attack the commission warns might be only five years away.



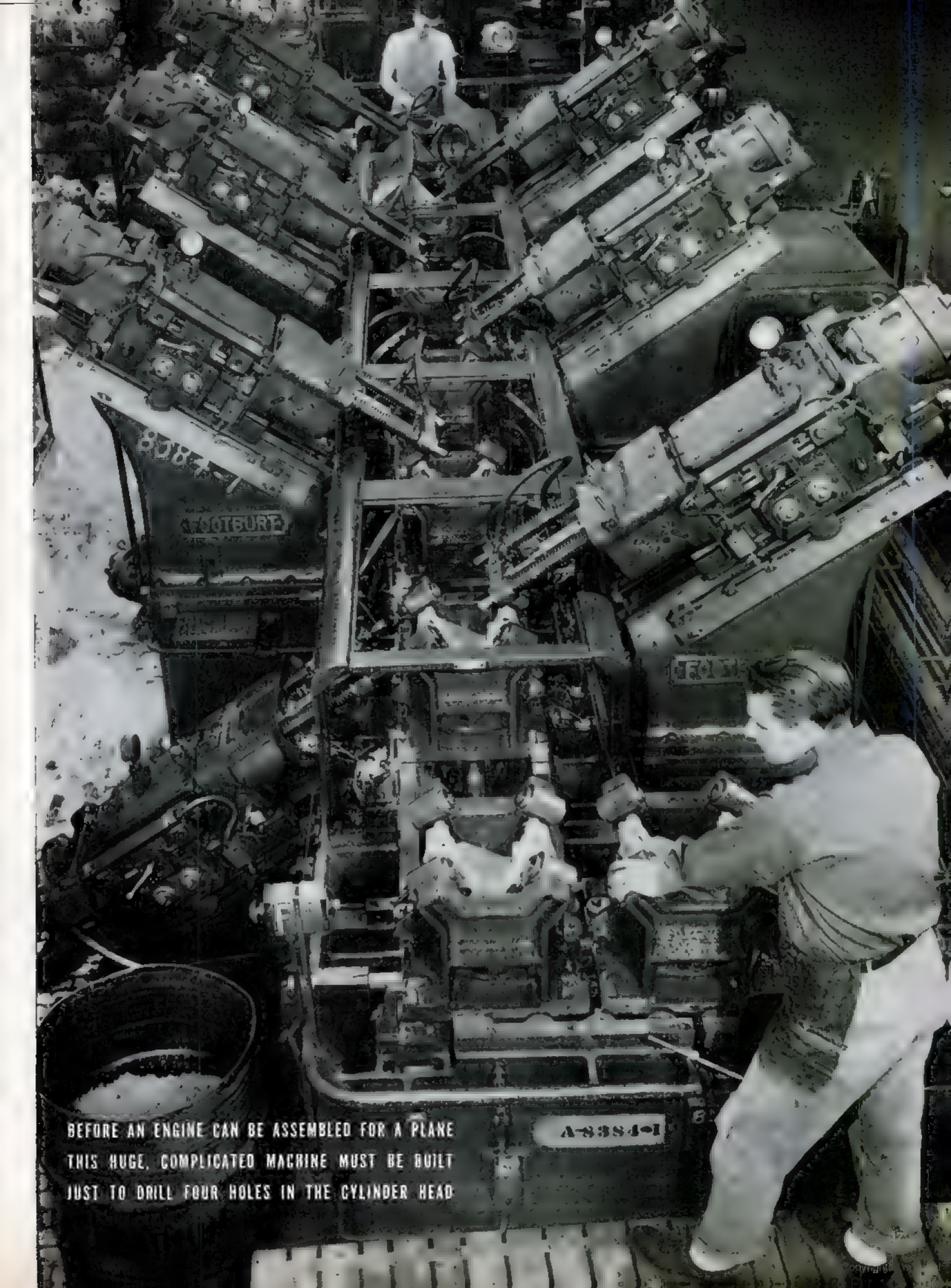
KINDELBERGER HAS MADE AIRPLANES FOR 30 YEARS



DEVELOPMENT OF THE BOMBER is shown by this B-36 dwarfing the B-29. The B-36, accepted by the

Army only 17 months ago, climaxed 12 years of progress through B-17, B-24, B-29. Yet replacement war the B-36

would probably be too large and almost obsolete compared to the smaller, speedier B-70, which is an improved B-29.



BEFORE AN ENGINE CAN BE ASSEMBLED FOR A PLANE
THIS HUGE, COMPLICATED MACHINE MUST BE BUILT
JUST TO DRILL FOUR HOLES IN THE CYLINDER HEAD

A-3384-1



OFFICIAL ASTROLOGERS, who consulted the stars and determined that 1:20 a.m. on Jan. 1 was the most aus-

picious time for Burma to begin independence, attend inaugural ceremonies. Although the decision made it nec-

essary for everyone to get out of bed in the middle of the night, huge throngs turned up to cheer. We are rec-



BURMA'S SIX-STARRED FLAG GOES UP IN RANGOON

BURMA CELEBRATES HER INDEPENDENCE

**Astrologers decide that 4:20 a.m.
is the hour for birth of a nation**

In the predawn darkness of Jan. 4 the Republic of Burma, after 122 years under the British Empire, became the third Asiatic nation to receive its freedom from Great Britain in the last five months. Departing Governor General Sir Hubert Rance shook hands with incoming Prime Minister Thakin Nu at Government House, and the country's 17 million politically naive and volatile people, now joined in a semisocialist, five-state federation, commenced a five-day celebration. In the forefront of the parades were Burma's astrologers (*left*), who had solemnly picked the odd hour of 4:20 a.m. as the most favorable time to begin independence. The government announced that two of its top cabinet ministers would be Bo Let Ya (defense) and U Tin Tut (foreign affairs). And already in nearby India, bearing a name which would have gladdened the hearts of Gilbert and Sullivan, was triumphant Ambassador U Win.



FIRST PRESIDENT Sao Shwe Thaik (*right*) stands by while Prime Minister Thakin Nu reads his oath of office.



FIRST PRIME MINISTER Thakin Nu pays his respects to departing Governor General Sir Hubert Rance

outside Government House in Rangoon. Rance, impeccable even at dawn, left two hours later in British cruiser.



THROUGH THE SURF BREAKING ON PALESTINE'S SHORE JEWISH REFUGEES SWIM FOR LAND ALONG A LIFE LINE HELD FAST BY THE PEOPLE ON THE BEACH. OTHERS AT

INTENTIONAL SHIPWRECK

Captain takes Jewish refugee ship through blockade and runs her aground on shore of the Promised Land

In the winter-cold waters of the Mediterranean the battered old SS *United States*, carrying 700 Central European Jewish refugees out of Bari, Italy, wallowed through heavy storms, making for Palestine. Lookouts watched for ships which, until Britain's mandate ends, would still be blockading the coast. Many passengers were sick. The provisions had given out. Then, through the blockade and clear of the storms, the captain sighted a high water tower on what looked like a sandy shore. He made a quick decision: run her aground through the pounding surf.

Below the water tower in the Jewish resort of Nahariya, 21 miles north of Haifa, the word spread rapidly. Refugees! Shops closed and cottage doors swung open as everyone ran for the beach. As the crowd gathered at the water's edge, lifeboats dipped out through the swells to bring passengers ashore. Others swam. They all made it. The next day British police and soldiers found 100 of the refugees. Nobody in Nahariya seemed to know where the other 600 had gone.



THE HEALTHY come in along the life line between ground swells. The townspeople of Nahariya, holding the rope fast, help the victims who are exhausted from their swim.



THE BOW WAIT TO DROP INTO THE WATER. **THE SICK**, TOO WEAK TO SWIM, CROWD ALONG THE SHIP'S RAIL AND WAIT FOR A LIFEBOAT (AT RIGHT) TO TAKE THEM OFF



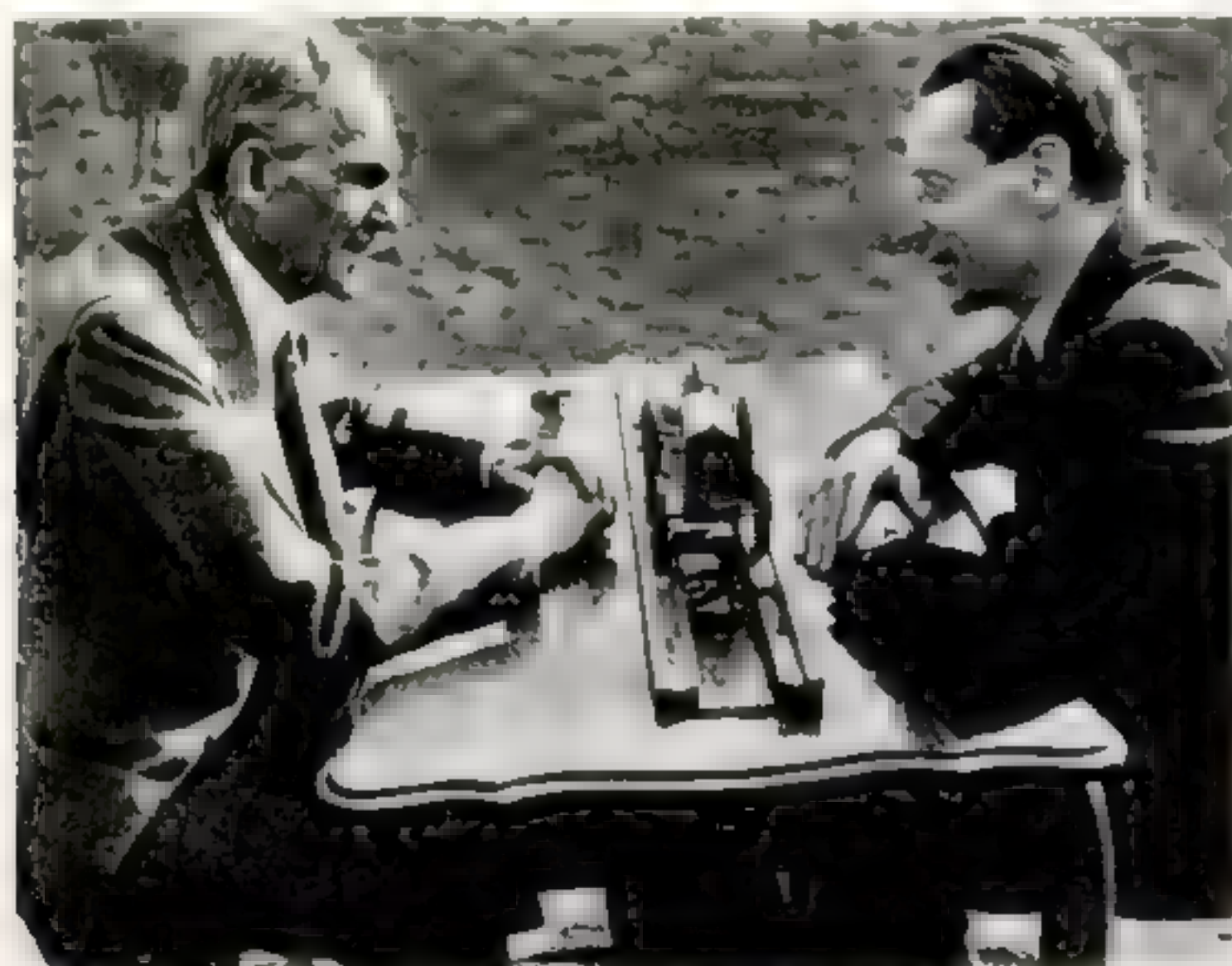
THE SICK, brought ashore in a lifeboat, have to wade the last few feet. Nahariya had a similar shipwreck when another refugee ship ran aground on the beach two years ago.



SAFE AT LAST but cold and wet, refugees stride joyfully up the beach. The healthy immediately lit out for the back country. The sick were sheltered in Nahariya houses.



FERGUSON POSES PROUDLY IN ONE OF HIS TRACTORS AFTER DRIVING UP STEPS OF HIS MANOR HOUSE. HE MAKES THESE TRACTORS IN HIS OWN BRITISH FACTORY



GENTLEMEN'S AGREEMENT between Henry Ford Sr. (left) and Harry Ferguson was reached in Detroit in 1938 over a model of Inventor Ferguson's new tractor.

FERGUSON vs. FORD

British inventor files lawsuit for \$251 million

In 1938 crusty Harry Ferguson of Stow-on-the-Wold, England, and equally crusty Henry Ford Sr. of Dearborn, Mich. made an unwritten gentlemen's agreement. Under its terms Ford was to manufacture tractors designed by Ferguson which, with specially adapted farm implements, were to be sold as "Ford Tractor-Ferguson System." Then in 1947, Henry Ford Sr. died. Thereupon, according to Ferguson, things began to go wrong—so wrong, Ferguson felt, that on Jan. 8 he let fly a \$251-million lawsuit at the Ford Motor Company, three affiliates and eight individuals, including Ford's grandson, Henry Ford II. In Federal Court in New York, Ferguson charged that the gentlemen's agreement had been violated, that young Ford and company had illegally used various patents and that the present Ford tractor is essentially the one Ferguson designed. To this Henry Ford II replied, "The mere suggestion . . . is ridiculous. Our relationship made Ferguson a multimillionaire and cost us \$25 million." As both sides squared off for a lengthy fight, Ferguson's supporters in England hungrily thought what a tasty morsel \$251 million might be in the midst of their present dollar famine.

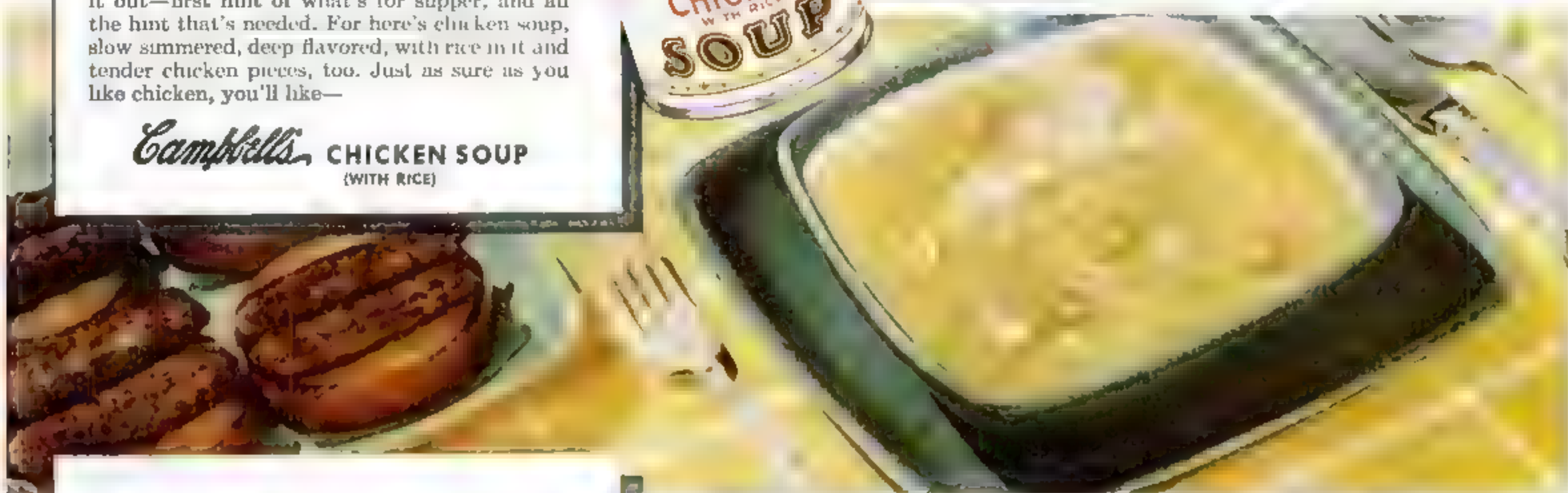
"Come a-running" suppers

BUILT AROUND GOOD SOUP



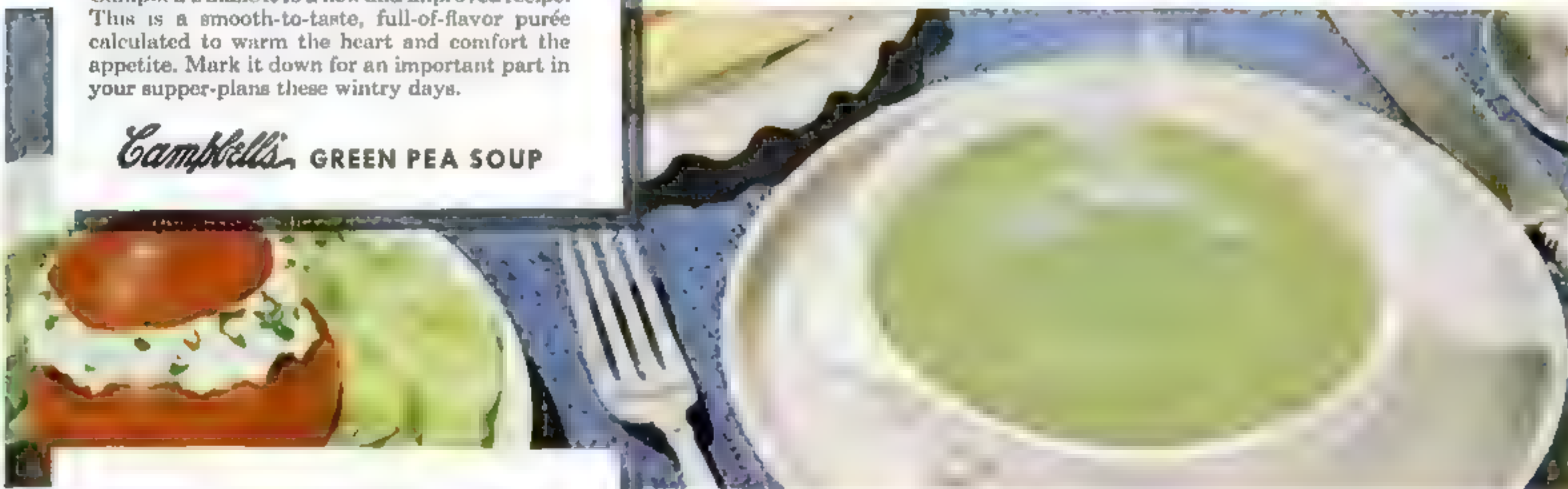
BECKONING AROMA of chicken as you ladle it out—first hint of what's for supper, and all the hint that's needed. For here's chicken soup, slow simmered, deep flavored, with rice in it and tender chicken pieces, too. Just as sure as you like chicken, you'll like—

Campbell's **CHICKEN SOUP**
(WITH RICE)



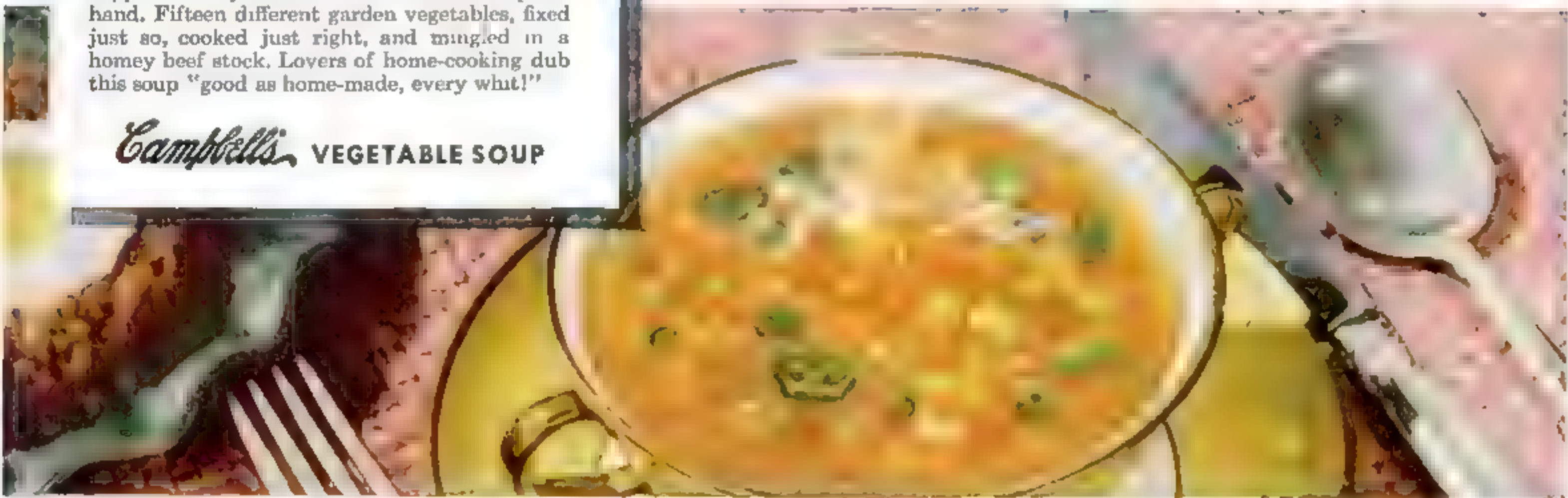
BETTER THAN EVER, this green pea soup, for Campbell's make it to a new and improved recipe. This is a smooth-to-taste, full-of-flavor purée calculated to warm the heart and comfort the appetite. Mark it down for an important part in your supper-plans these wintry days.

Campbell's **GREEN PEA SOUP**



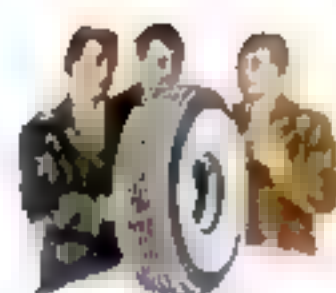
"ALMOST A MEAL IN ITSELF!" Planning a supper is easy with this substantial soup on hand. Fifteen different garden vegetables, fixed just so, cooked just right, and mingled in a homey beef stock. Lovers of home-cooking dub this soup "good as home-made, every whit!"

Campbell's **VEGETABLE SOUP**



Car makers quickly

**NEW SUPER-CUSHION BY GOODYEAR RUNS ON ONLY 24 POUNDS OF AIR;
GIVES UNBELIEVABLY SOFTER RIDE, BETTER CAR HANDLING, LOWER OPERATING COSTS**

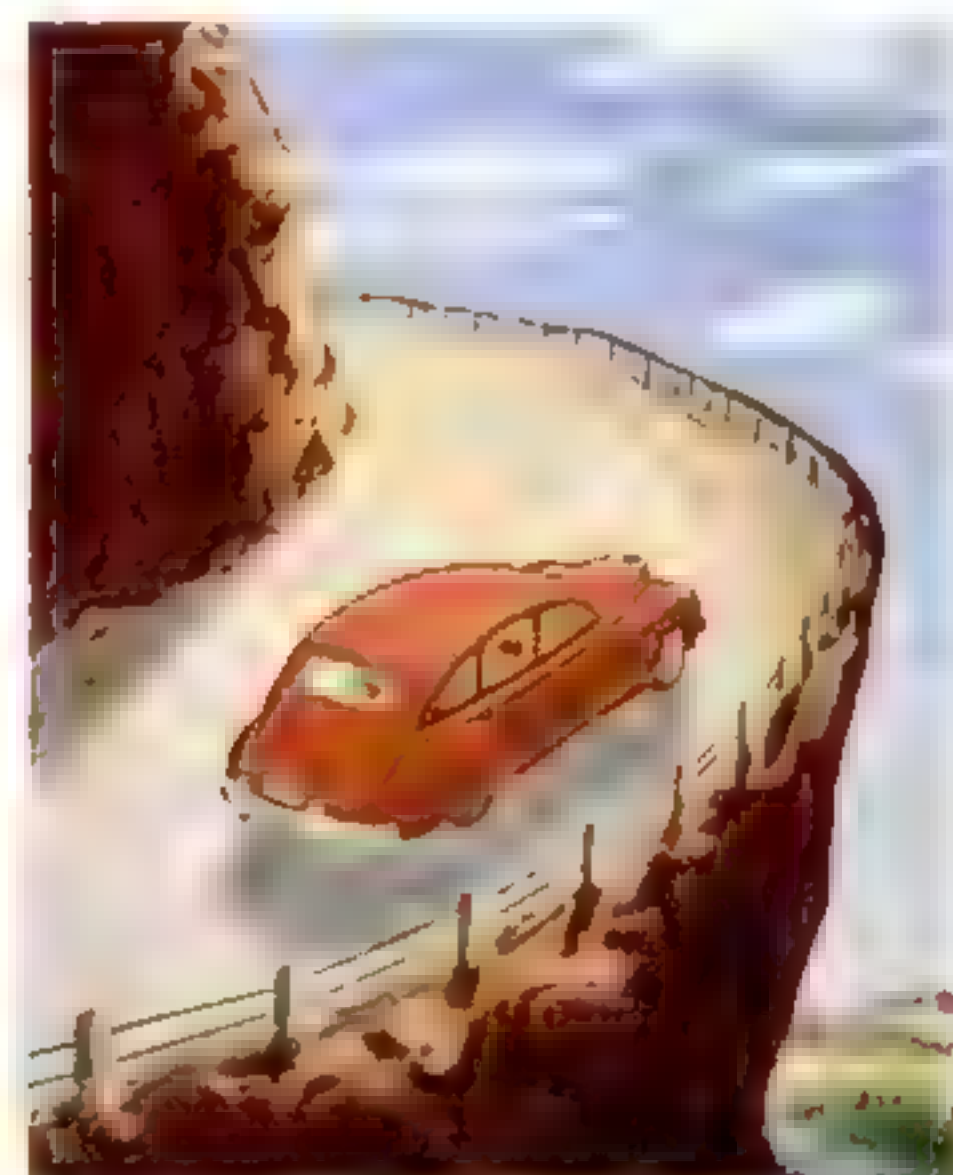
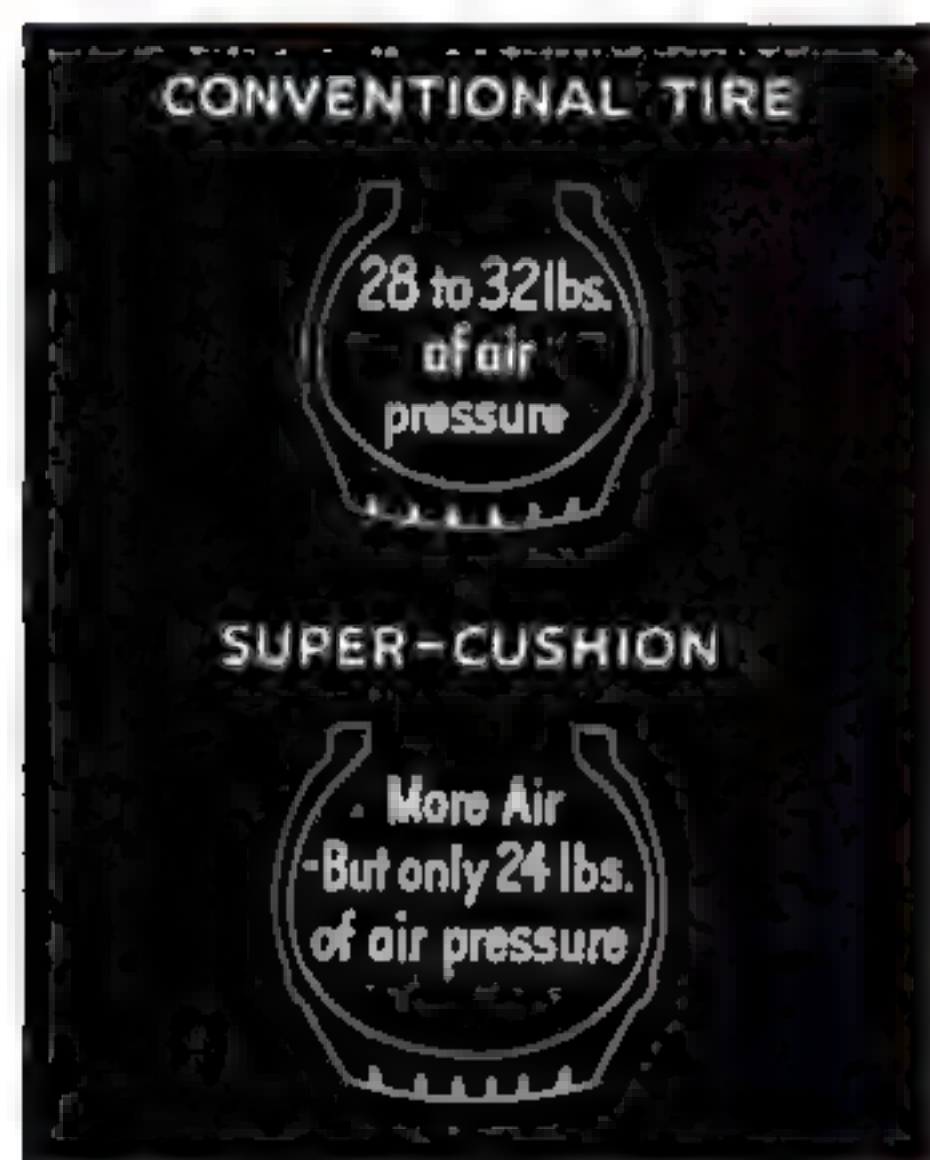


World's toughest critics acclaim new tire—"This tire brings a tremendous advance in the performance and operation of a motor car. It's the biggest tire improvement in 15 years!"

That isn't Goodyear talking. It's the automobile engineers—the skilled, skeptical men who design and test cars for Amer-

ica's leading auto makers. They threw every test in the book at Goodyear's new Super-Cushion. Then they said: "We want this tire for our new cars—and we want it *now*."

And here's why you'll want this wonderfully different new kind of tire for your car—*now*!



1. An incredibly softer ride—and much easier, safer car handling!

The Super-Cushion is a bigger tire. A *softer* tire. It holds *more* air, but runs on only 24 pounds of air pressure instead of the usual 28 to 32. It gives a *softer* ride, an unbelievably *smoother* ride—not only on bad roads but even on good ones.

And these tires bring an indescribable new ease and security to driving. Your car hugs the road better, seems to *float* through traffic. You get a superb new feeling of safe and effortless control at the wheel.

Believe it or not, these tires on a small car give you the ride and feeling of security you get in a big car!

2. First tire to lick lateral shock—actually lengthens life of your car!

Springs and conventional tires absorb up and down shock. *But till Goodyear produced the Super-Cushion, the problem of lateral (crosswise) shock was one of the few things yet to be licked in the modern motor car.*

Pillowy Super-Cushions soak up these crosswise jolts, another vibration. What does this mean for you? Not only a more luxurious ride and far less driving fatigue. It also means less wear and tear on every part of your car—from engine to body bolts.

By blotting out shocks, Super-Cushions cut down repair bills, help prevent rattles—*lengthen the life of your car.*

3. Super-Cushions are safer—give more mileage than finest standard tires!

Super-Cushions literally *flow* along the road. They make your car easier to steer, easier to handle, especially on curves.

Since they're softer, they "roll with the punch," are harder to cut or bruise, have *extra blowout resistance.*

And, because they run cooler, they build up less pressure and *give greater mileage than the finest standard tires.*

And here's another important Super-Cushion advantage: They're so much bigger than conventional tires that they vastly improve the looks of any car—large or small!

The new *Super Cushion*

adopt new kind of tire



Your Goodyear Dealer has Super-Cushions Now—If you want the smoothest ride you've ever had, more economy and greater safety, switch to Super-Cushions *today*—whether

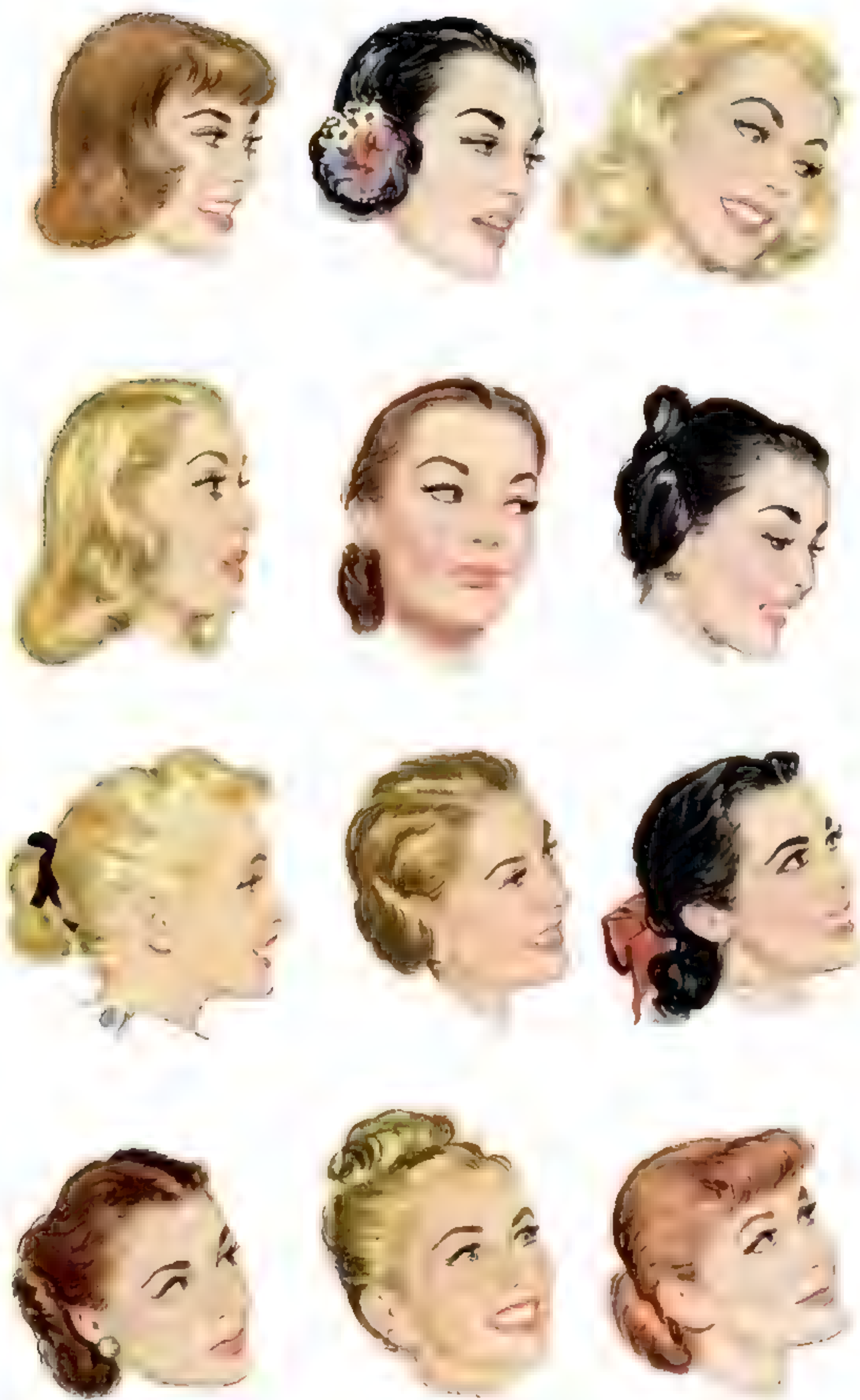
your car is old or brand-new. And if you buy a new car, it may come equipped with Super-Cushions—lucky you if it does! They'll make a big difference in its road performance.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND



on by **GOODYEAR**

Super-Cushion T.M.—The Goodyear Tire & Rubber Company



Nice spot
to be in ↙



why whitney

LIKE TO BE ADMIRER by pretty girls? Well then, put yourself in spot indicated above. That one-and-only Arrow Collar won't do you a bit of harm, nor will its "Mitoga" shaped-to-your-shape fit.

And every Arrow Shirt has firmly anchored buttons on its front, and bears the Sanforized label, (fabric can't shrink more than 1%). Cluett, Peabody & Co., Inc.

Arrow, Mitoga, Sanforized. Registered Trade-marks.

ARROW SHIRTS

\$3.50 • \$4.00 • \$4.25 • \$5.00

PEOPLE

VIRGINIA LEIGH AND MAMA GET A LITTLE TOO MUCH PUBLICITY

The giddy New York society season had produced the usual pretty debutantes (*LIFE*, Dec. 22), but there had been nothing like Virginia Leigh in years. As one columnist noted, Virginia had "more bangs, more tulle, less shoulder straps and more mama" than any other deb. Her mother, thrice-wed Myrtle Delaney, a lawyer's wife, had probably spent more money and shown fewer inhibitions than any other mama. The press snickeringly reported Virginia's coming-out party, a smasheroo, right down to the 500 bottles of ginger beer, the spots left on the furniture and the way Mrs. Delaney personally

gave an uninvited deb the heave-ho. Tabloid readers learned how Virginia handled her boy-friends and about her ambition to go into politics and to become a writer like Westbrook Pegler. Subscribers to the staid *Sun* could read a daily column by Virginia about her experiences. "Ginny," breathed Mama regally, "is charm herself to the columnists and the little people who take pictures." Last week the press was still reporting Ginny—her 18th birthday party, her new pearl necklace, her fan club, her opinions (of Britain's royal wedding: "The press overdid it")—but the snicker had become a guffaw.



IN ONE OF THE 18 ROOMS OF THEIR NEW YORK APARTMENT DEBUTANTE VIRGINIA LEIGH POSES WITH MOTHER AND STEPFATHER AT HER COMING-OUT PARTY



VICTORIOUS STUDENT Ada Lois Sipuel last week won a suit against the state of Oklahoma which she began in 1946 after being denied entrance to the state's law school. Because the U.S. Supreme Court ruled Oklahoma must provide Negroes with the same education it gives to whites, Student Sipuel returned to Oklahoma from her present home in Providence, R. I.

PEOPLE CONTINUED



BEAMING PRESIDENT Truman greeted "Poster Boy" Terry Tullis in the White House Jan. 14 to publicize the opening of the 1948 March of Dimes campaign. Three-year-old Terry walked past the President's extended right hand, threw his arms around the President's neck and said, "You're sweet."



CHATTING COMMUNIST Rita Montagnana sits with another delegate on the speakers' platform at the Italian Communist Congress attended by the party leaders of six European nations in Milan Jan. 7. In public life she is the leader of Italian Communist Women. In private life she is the wife of the Italian Communist party's shrewd boss, Palmiro Togliatti.



SURPRISED JUDGE Ruth F. Hale last week learned that the Arkansas Supreme Court had ruled her Pulaski County Chancery Court illegally constituted and nullified all of her judicial decisions. Among her decisions are decrees granting divorces to 1,750 couples, who are now more surprised than Judge Hale.

Chances are... you will have 2 colds this winter!

Read how you can ease cold misery

AT LEAST two miserable, nagging colds—that's your average for this winter. And right now you stand a greater chance of catching cold than at any other time of year.

In general, if you are in good health, get plenty of rest and sleep, eat properly and keep comfortably warm, your resistance to the cold virus will be greater than if you are in a run-down condition, or if your body becomes weakened by fatigue or chilling cold.

What happens when you catch cold

Inside your nose and bronchial passages millions of tiny hairlike sweepers called cilia are constantly moving back and forth filtering the air you breathe and keeping nasal passages clear. In your nasal passages there is also a delicate, protective acid-alkaline balance called the nasal pH.

Medical science now knows that these are the two most important factors in nasal health. Sudden chills, dampness, excessive fatigue may slow up the cilia and destroy the nasal pH balance. Then you are most likely to catch cold.



After you catch a cold, remember that you can fight it effectively only if nasal ciliary action and the normal pH acid-alkaline balance are restored.

How Mentholatum helps Nature's two most important nasal defenses

New laboratory tests by leading nose and throat specialists, employing the latest scientific techniques, show that Mentholatum's ingredients work amazingly to help Nature fight a cold:

1. Mentholatum actually aids the cilia to operate at their normal rate and thus keep nasal passages free of an abnormal accumulation of bacteria-laden mucus.
2. Mentholatum helps to restore the normal protective pH factor in the nasal mucus—so essential in fighting a cold.

Mentholatum is safe as well as effective—safe to use repeatedly, or as often as needed to cut down cold distress.

The minute your nose feels stuffy, sniffly or sneezy, spread Mentholatum immediately inside each nostril and snuff well back. Instantly it gets to work aiding Nature's own defenses, helping to thin out thick mucus and lessen congestion. At the same time, it soothes that red, smarting area around the nostrils caused by the excess alkalinity of the nasal secretion. Soon soreness and swelling ease, your head starts to clear, you can breathe again. Next time you feel a cold coming on—quick! Mentholatum.



Remember, the head-cold season is at its height right now. Keep Mentholatum handy.

* * *

At same prewar prices—
30¢ for 1-oz. jar or tube.
60¢ for economical 3-oz.
jar—3 times as much for
only twice the money.



Quick MENTHOLATUM

The average person in the United States has at least two colds a year

Kodak



AND NOW INDOORS
You press the button
It does the rest



It's another of those heart-warming pictures that happen indoors after dark . . . and so easy to get . . . with Kodak Film and a photo lamp or two. Free booklet with helpful suggestions at your dealer's. (See the new Kodak Photo Flasher for "flash" shots with most any camera, \$1.25 plus tax.) Eastman Kodak Company, Rochester 4, N. Y.

"Kodak" is a trade mark

Only Eastman makes
Kodak Film . . . the film in the familiar yellow box

PEOPLE CONTINUED

THE DEATH OF CHIPPY WEINER

On the night of Jan. 13, Benjamin ("Chippy") Weiner, who had variously occupied himself during his 43 years as a bookmaker, fence, burglar and holdup man, was having a quiet evening at home on New York's lower East Side. Dressed in pajamas, he was watching the fights on his television set and also minding his 6-month-old baby (below), since his wife had gone out for a stroll. It was about 10:15 p.m. when someone dropped in. There were five shots. Four slugs ripped into Chippy and a fifth plowed into the wall over the sleeping baby's crib. Chippy lurched into the hall, croaked "Take care of the baby," and collapsed. An ambulance rushed him to the hospital. There curious detectives asked Chippy who shot him. At 2:30 a.m. he died without answering the question. Next day



detectives started looking for a motive. Lately, it seemed, Chippy had been receiving stolen goods and selling them for the actual crooks. Perhaps he double-crossed them. Chippy had also been doing a little bookmaking. Maybe he had welshed on a bet. Three suitcases standing on Chippy's piano possibly meant that Chippy was planning to take a powder. But the exploration of his professional life proved fruitless and the homicide squad decided to have a look

at Chippy's social life. After a 46-hour search they caught up with his mother-in-law. She turned out to be an interesting character known as the Red Rose of Williamsburg, once indicted in connection with the death of an individual named "Ruby the Mock" Shapiro. At the trial the Red Rose was freed for lack of evidence, but not until a judge called her a "vile murderess." Chippy had been in love with the Red Rose till he married her daughter. Then things became more complicated when it was found that Chippy had another sweetheart. However neither could help and they were released. But at week's end detectives were still holding Chippy's wife (right). An hour and three quarters, they thought, was a little too long a time for a stroll, especially on a cold winter's night.



ACTOR IN JAIL, Dana Andrews, points playful finger at photographer after his arrest Jan. 10 in Los Angeles on a charge of drunkenness. Andrews admitted he "had a couple of drinks" and was released on \$20 bail after four hours behind the bars.

The happiest brides have

Community

For keeps...she has chosen
the man of her heart.
For keeps...she has chosen
her Community!

And for keeps she will treasure
Community's proud crest—tracery beauty.
Community's four-lobed patterns
are distinguished in good taste.
Community's wise "Overlay" of extra solid silver
keeps your table radiantly inviting.
And fine jewels are flowing Community now
in complete dinner services for eight places,
thoughtfully priced to bless the bride's budget.

If it's Community*...it's correct!



*TRADE MARKS OF ONEIDA LTD., COPYRIGHT 1948 ONEIDA LTD.

COMMUNITY . . . THE FINEST SILVERPLATE . . . ONEIDA LTD., ONEIDA, NEW YORK

How to make a Wonderful Stew

Thrifty, too-with

WITH FOOD PRICES SO HIGH, some families have stew — and they do this:



But other families get a thrifty stew for dinner and they greet Ma like this:



THE SECRET is a quick little stunt with Hunt's Tomato Sauce: Simply add a can of this California cooking sauce to your favorite recipe for stew. Or use our good recipe below.

Remember — Hunt's is a *cooking* sauce, ready to add to your recipes. It's *all* tomato — kettle-simmered with delicious seasonings and spices. A welcome timesaver, a *work-saver* for you.

And did we say thrifty? Say! It takes more than four plump, fresh tomatoes to make a single can of Hunt's Tomato Sauce. Yet you pay but a few cents a can at your food store!

So get several cans right away. Add it to your recipes for spaghetti, soups, goulash, rice, fish, vegetables, macaroni, gravy. And watch your family greet low-cost dishes with smiles!



The delicious cooking sauce from California

Copyright 1948 Hunt Foods, Inc.



BEEF STEW—HUNT STYLE

2 lbs. lean beef	4 onions
2 tbsp. flour	6 potatoes
2 tbsp. fat	1 cup green peas
2 cups water	2 tsp. salt
1 can Hunt's Tomato Sauce	1/2 tsp. pepper
6 carrots	1/2 bay leaf
	1/4 tsp. thyme

Wipe pieces of beef with damp cloth, roll in flour. Brown in fat in heavy kettle or saucepan. Add water, Hunt's Tomato Sauce, and seasonings. Cover tightly and cook over low heat until almost tender — about 1 1/2 hours. Then add prepared onions, carrots and potatoes. Cook about 30 to 45 minutes longer. Just before vegetables are tender, add the green peas. Serves six.

Hunt—for the best

Hunt Foods, Inc., Los Angeles, California



IN A PHOTOGRAPH TAKEN WITH AN ELECTRON MICROSCOPE TADPOLE-SHAPED VIRUSES CONVERGE ON A CLUMP OF THREE LIVING CELLS TO BREAK THEM TO BITS

VIRUSES DESTROY A CELL

For the first time these tiny germs are seen in the act of killing

The photographs on this and the following page constitute landmarks in biological research. In these pictures, viruses have been caught in the act not only of attacking a living cell from the outside (*above*) but, for the first time, of actually destroying a cell from within (*next page*). Viruses are tiny particles which cause a score of mysterious and often fatal diseases. They are so small that until now even the most powerful microscopes have not revealed very much about how they behave. By means of a new technique developed recently by Dr. James Hillier of the RCA laboratory in Prince-

ton, N.J. (*right*), and his associates, it is now possible with the electron microscope to magnify viruses as much as 200,000 times and to see inside a cell while viruses go about their job of killing. The first thing these photographs revealed was that viruses multiply when they get inside a cell. But whether they break the cell open by sheer force of numbers or kill it by chemical action are questions as yet unanswered. Dr. Hillier's new technique may provide the answers. If so, science will be one step closer to cures for such baffling diseases as the common cold, influenza and even polio.



DR. JAMES HILLIER, shown at his electron microscope, is at 32 a world authority in microscopy field.

"Hey! RC tastes best!"

says **JEANNE CRAIN**

In "YOU WERE MEANT FOR ME"

A 20th Century-Fox Picture



PS You were meant for me, RC!

RC is keen (says lovely Jeanne!) I serve it in my home



Use your horse sense. Get a case today!



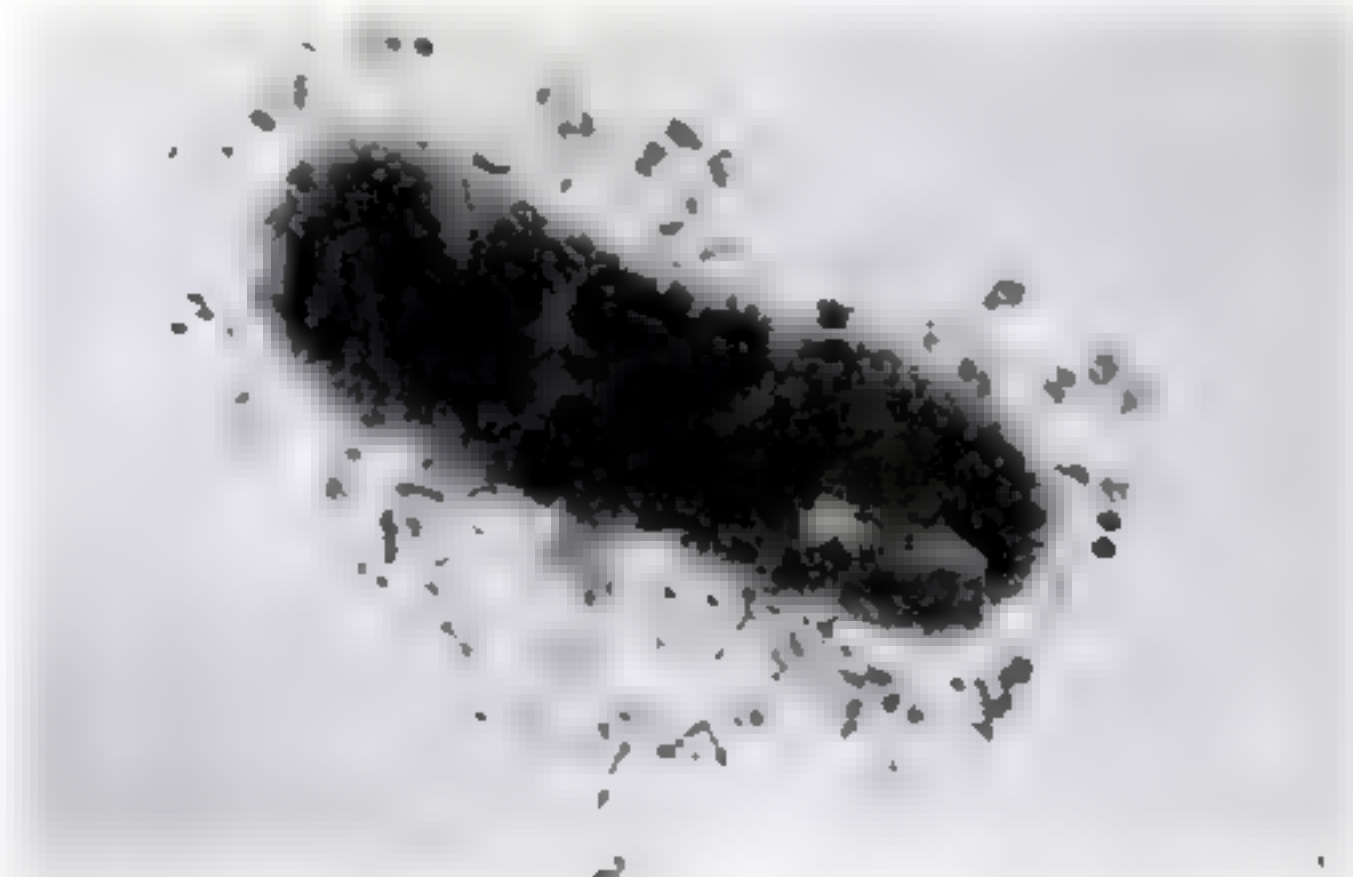
I took the famous cola taste-test. I tasted leading colas in paper cups. Now found RC was best-tasting. Now when I'm thirsty or tired and want a lift I say, "RC for me!" It's the only cola that's best.



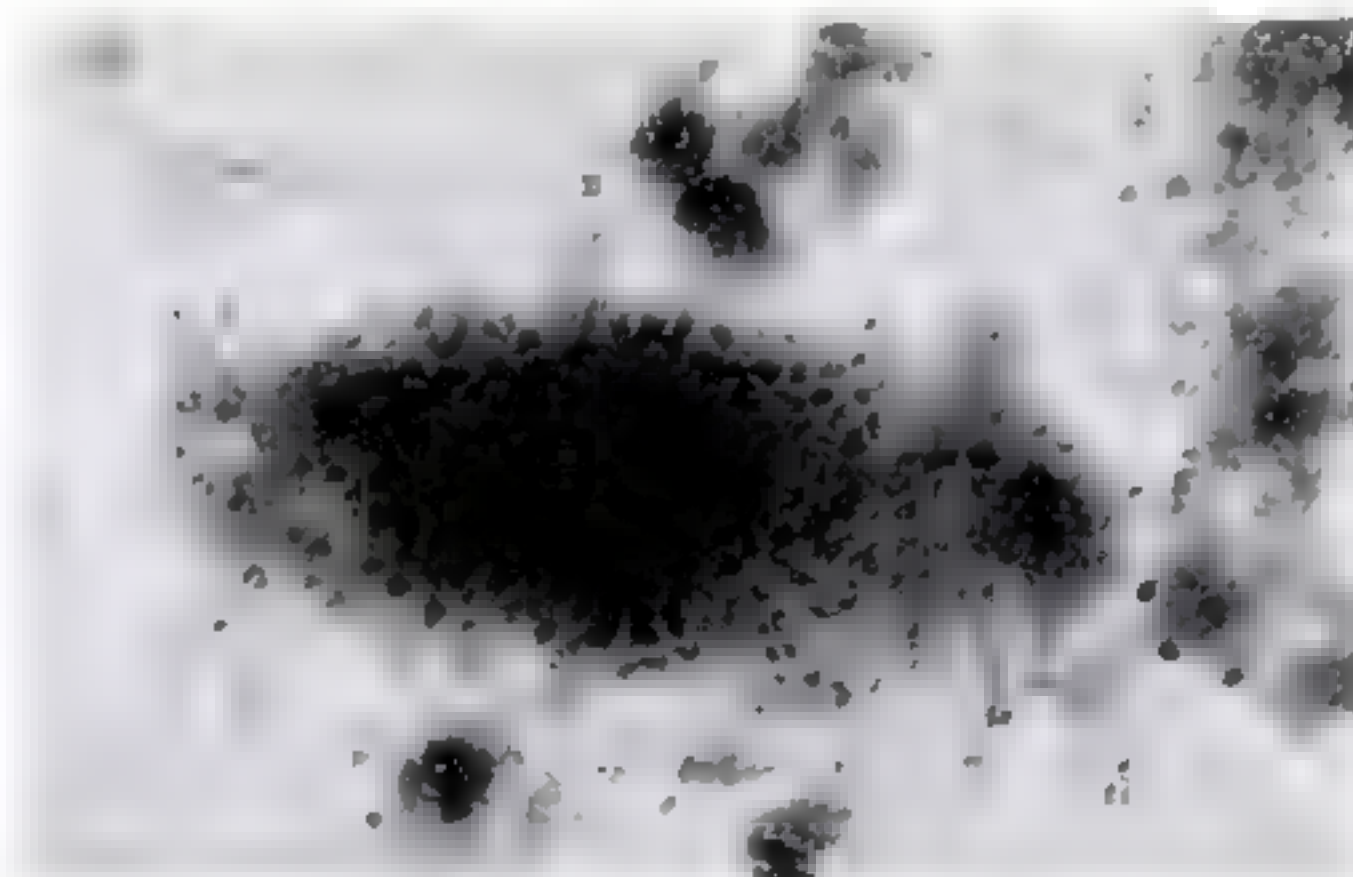
Viruses Destroy Cell CONTINUED



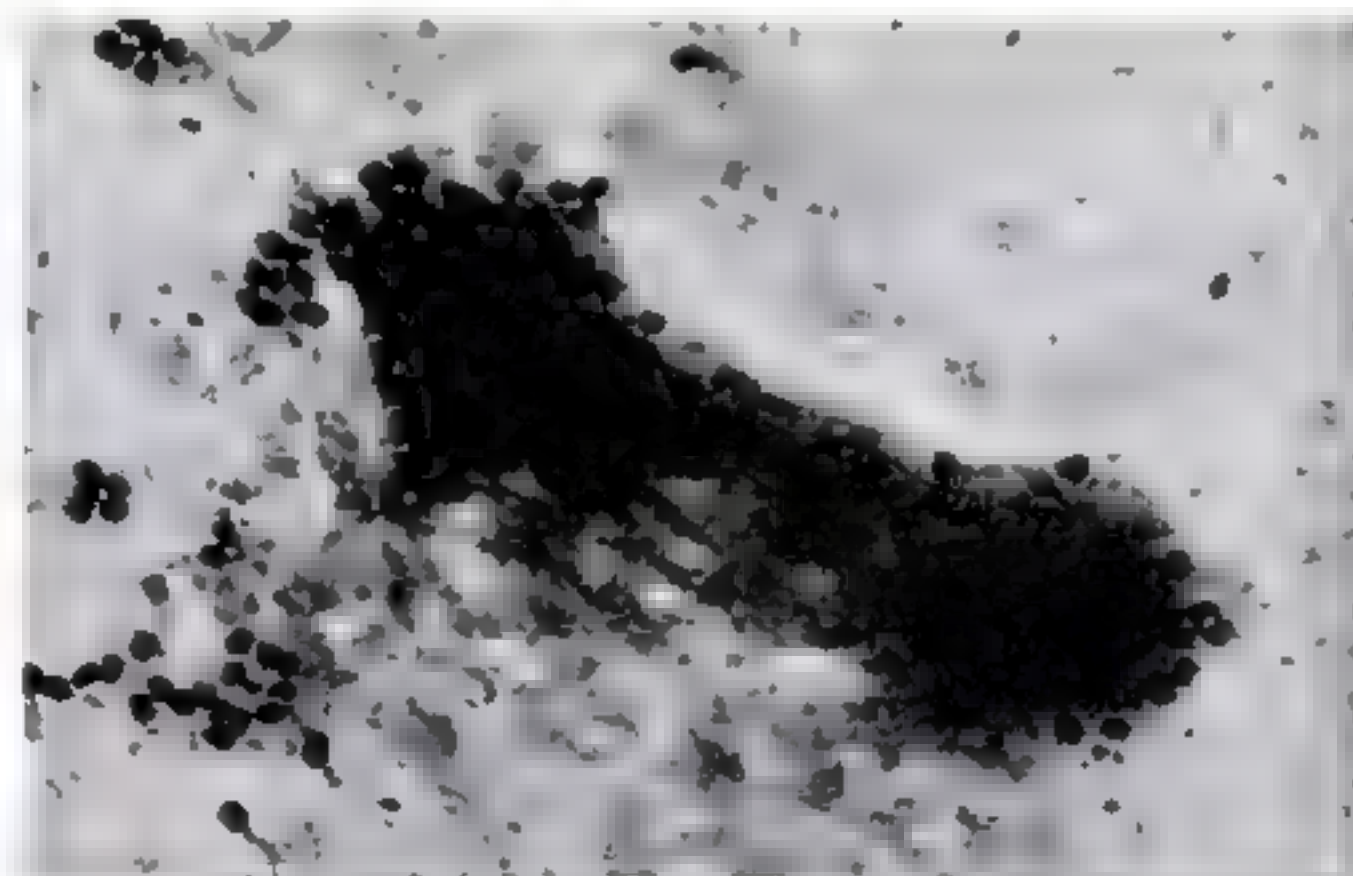
A LIVING CELL, taken from inside a human intestinal tract, is actually 1/25,000 of an inch wide but looks like a giant bean in electron microscope.



VIRUSES SWARM around the cell as if it were a magnet. These particular viruses are not harmful to human beings but behave similarly to disease types.



VIRUSES MULTIPLY rapidly and completely fill the cell. Whether they multiply by dividing or in some other way is another question still unanswered.



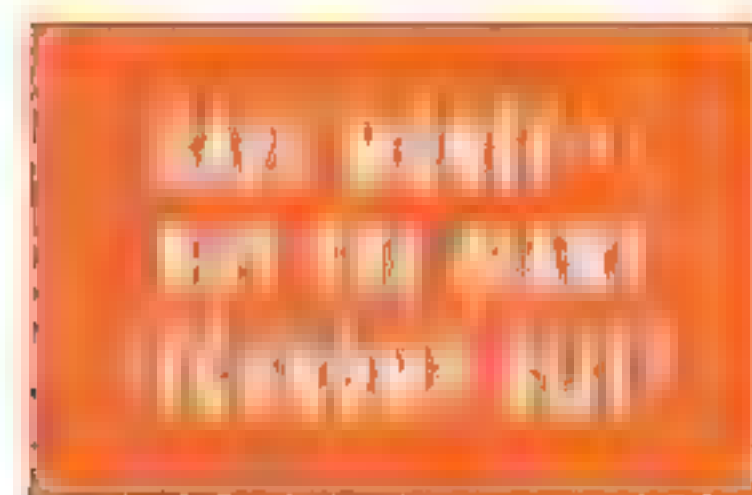
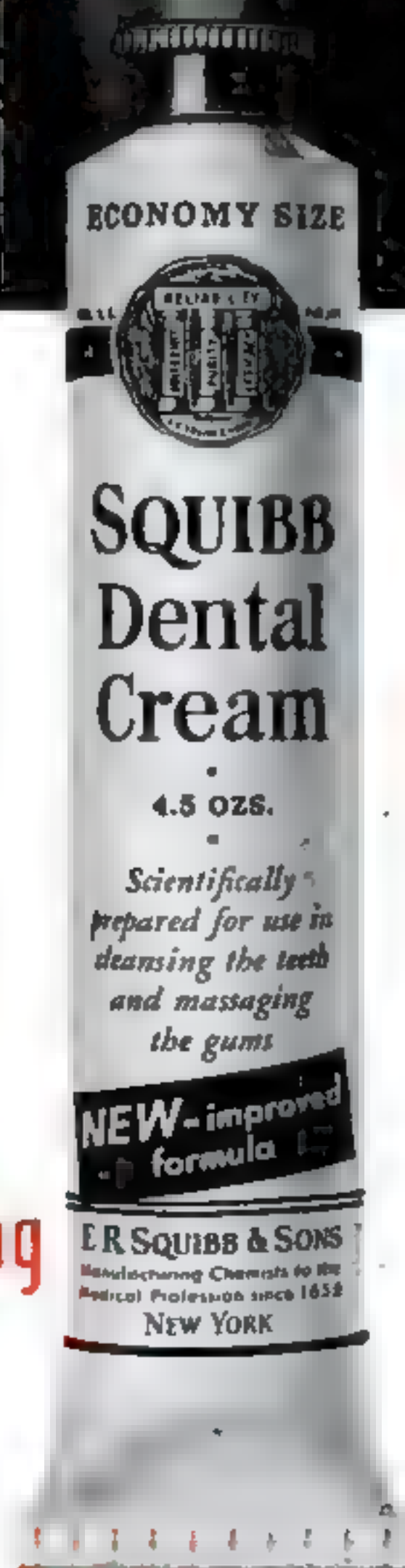
THE CELL IS KILLED and breaks open when it becomes full of viruses. Some disease viruses may kill or cripple humans by this type of disintegration.

NEW

IMPROVED

SQUIBB DENTAL CREAM

action keeps on longer after brushing



... a new experience in longer mouth refreshment. Its refreshing action stays longer on the job. This improved cream stays longer with your brush to help cleaning. The brilliant flavor comes from natural, not synthetic, oils.



IN PUBLIC, TINA LESER SKIRT PLUS SHAWL JUST BIG ENOUGH FOR DECENCY COVER THE SHORTS AND SCARF SHOWN OPPOSITE

Resort Fashions

They are pretty, practical and provocative

This year designers have had to adapt the New Look, now simply the Look, to beach fashions. This has produced some unusual results—bunches of material to accent hips, stiff bones in shirts, frills and bustles on bathing suits (pp. 60–61). Another requirement of the Look is exposure above the waist. This has been easy. Both requirements—fullness of material and nudity at the top—have been effectively combined by Designer Tina Leser in the dress-undress costume shown here. The fringed shawl and billowing skirt (above) are stripped away in privacy to reveal an astonishingly brief sunsuit (right). On the following pages LIFE shows other fashions on Bermuda beaches. Next summer they will appear throughout the U.S.



ON SECLUDED BEACH skirt and shawl (*opposite page*) come off to allow maximum tanning. Pink scarf around neck is tied into strapless bra for swimming.





WHITE SATIN SUIT (also on cover) has waist-pinchers and wired top. It is made by Frances Sider.

Swim suits follow the new silhouette

Modified corsets, plunging necklines and a deliberately contrived hipiness on this year's bathing suits emphasize the same curves that are found in the latest street and evening fashions. But in spite of their increased complexity the suits are practical and essentially seaworthy. The new fashion for short hair which dries quickly and requires no complicated setting is an added inducement to go in the water. This season's swimmers, with manageable hair and, if necessary, ready-made figures, can dunk themselves wholeheartedly without worrying about how they will look when they come out of the water.



SHORT HAIR, promoted by hairdressers to go with the new silhouette, makes a swim cap unnecessary.

← **ROMPER SUIT** of seersucker made by Claire McCardell is a typical 1948 style. Pants round out hips.



BATHING SHOE protects half of foot, will not slip off. Designed by Capezio, who started fad of wearing ballet slippers. It is sold at Lord & Taylor in New York.

Resort Fashions CONTINUED



BEACH BOLERO of checked flannel is actually a boy's shirt cut off to flare above bare midriff (Toni Owen design).



STRAPLESS TUBE of striped jersey, worn tight over bunched-up shorts, makes a sleek, form-fitting swim suit.



RUFFLED BUSTLE on a polka-dot cotton suit is copied from costumes in Mack Sennett bathing beauty comedies.





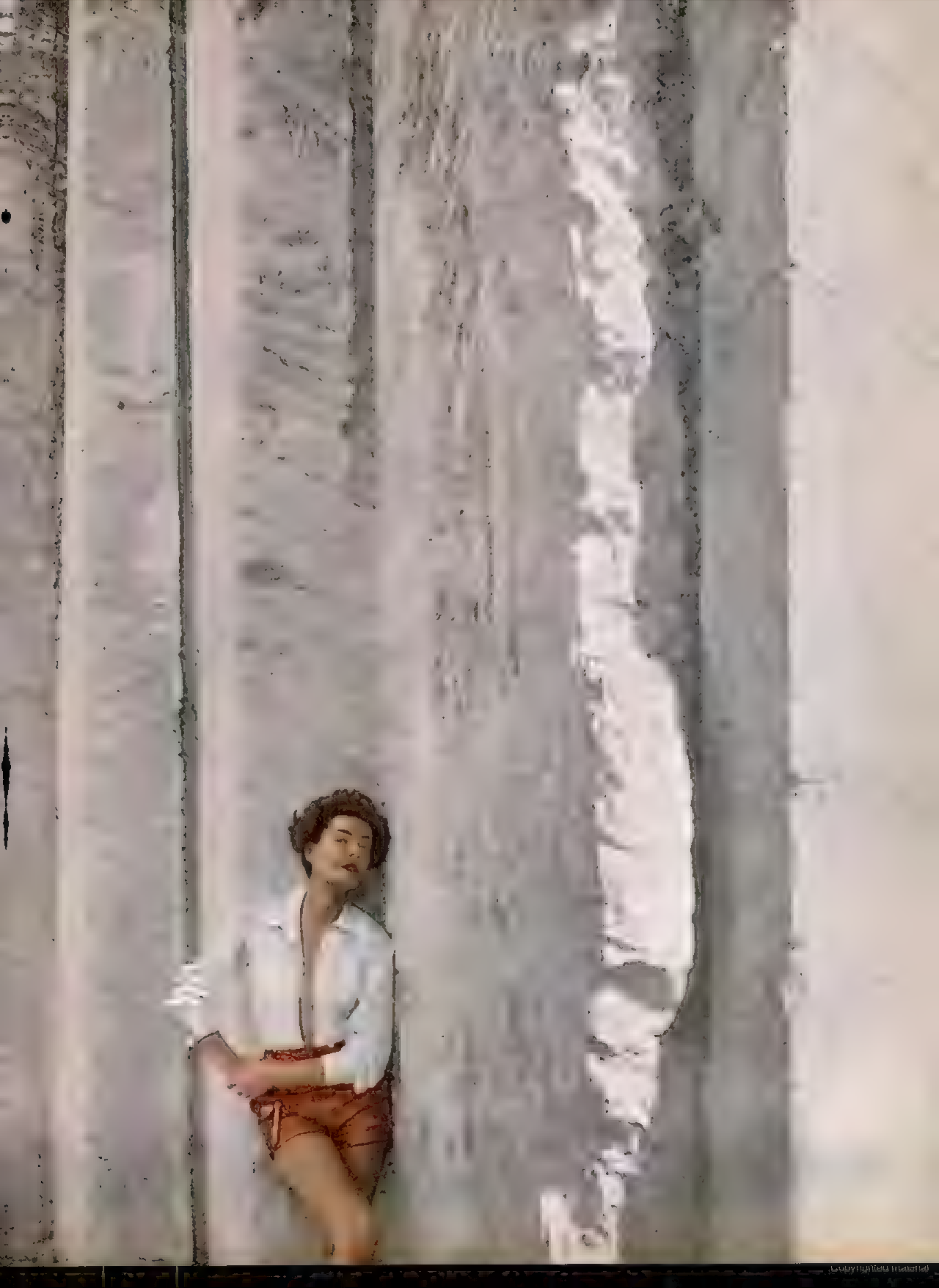
BEACH JACKET of gray cotton chambray has a prim collar, long sleeves and pearl buttons. Pleated shirt front by David Crystal recalls dress shirts worn by

gentlemen of the Edwardian era. Photographer Richard Avedon snapped Model Ann Hemenway as sailors from British cruiser chased her into Bermuda surf.



BASIC WHITE DRESS for resort wear as designed by Joset Walker is varied by changing accessories. It is shown here with a pink sash and matching sandals.

→
PLUNGING NECKLINE is carried to limit in shirt open to the waist. Designer Carolyn Schnurer sewed four steel bones down sides to anchor it securely in place



Now!

A NEW KIND OF REFRIGERATOR!

You've never seen anything like it... never even dreamed there could be a refrigerator like it! *Kelvinator*, of course! The company that brought you the very first electric-refrigerator thirty-four years ago... now leads again with a brilliant new refrigerator that's one of America's great new post-war products.



It's Refrigerated from Top-to-Bottom!



You've never seen so *much* room . . . such complete food storage. From the huge Frozen Food Chest on top, down through the Fruit Freshener . . . this king-size Kelvinator's refrigerated *all* the way . . . with precisely the right kind of cold for each kind of food!

And that big new Fruit Freshener is the most useful improvement in years. Keeps fruits fresh and deliciously *cold* . . . ready for happy eating at a moment's notice!

It has a Giant, 50-pound Frozen Food Chest!

Here's room for 50—yes 50!—full pounds of all those delicious packaged frozen fruits and vegetables, meats and sea foods—complete *frozen* dinners, too. And ice cubes? A full supply—ever handy! This giant Frozen Food Chest peeps up your menus . . . saves you hours in the kitchen . . . and brings you year 'round feasting on out-of-season treats!



It has a Cold-Mist Zone to keep Food Fresher!



It's wonderful! Now celery and salad greens keep crisp and dewy-fresh as the day they were picked! Bread and cake stay oven-fresh for days! That's Kelvinator's miracle Cold-Mist that holds moisture content in food, secret of freshness. Left-overs of all sorts keep appetizing as "just made"—there's never a trace of flavor transfer. And of course, the big new Fruit Freshener has Cold-Mist, too!

Yes! Kelvinator's your super refrigerator—powered by the famous Polarsphere cold-making unit, sealed in steel and permanently lubricated. And there's a new, 1948 Kelvinator for *every* budget! See your Kelvinator dealer . . . he will be happy to tell you all about them.

KELVINATOR DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICHIGAN

It's

Kelvinator

— of Course !



A PRINCE OF SAXONY by the German master, Lucas Cranach the Elder, is one of the art treasures given by Mrs. Ralph Harman Booth to the National Gallery. Cranach, who was a friend of the Protestant reformer Martin Luther, did this portrait of the 12-year-old prince around 1516. Cranach portraits were popular during the artist's lifetime. Today his best ones sell for as much as \$30,000.

BOOTH

ART COLLECTION

National Gallery gets great private treasure

Generosity comes easily to most rich Americans, especially when it concerns their art treasures. Year after year a procession of millionaires—Morgan, Widener, Kress, Mellon, Bache and a score of others—has been bestowing its collections on public museums. The U.S. today is poorer in private collections of old masters than any other large nation excepting, of course, Russia. This week a part of one of America's last great collections, which belonged to the late Detroit publisher, Ralph H. Booth, is going the way of most U.S. private art. Some of the choicest items in the collection are being given by Booth's widow to Washington's National Gallery. It is an event which portends the end of an era of lavish getting and spending and of equally lavish giving.

The Booth gift consists of eight great Renaissance paintings, five of which are displayed here and on page 68. The three others, by lesser-known German masters, are highly prized by connoisseurs.

American museums may still look forward to bounteous bequests from a few remaining art patrons such as Rockefeller, Lehman, Dale and Mrs. Alfred Erickson. Smaller gifts also will be bestowed from time to time. But there will be virtually no more giving of old art treasures by the truckload. This should bring no hardship, however, for Americans have hardly started to enjoy what the nation's great museums have to offer. The acquisitive years are ending, but the appreciative years are just beginning.



MADONNA AND CHILD, done about 1480, has been called by an art critic one of the "absolute perfections" of the great Venetian master, Giovanni Bellini.



PORTRAIT OF A YOUTH named Girolamo Casio is by Boltraffio, pupil of Leonardo da Vinci. Clever Casio was a poet, jeweler, merchant and senator of Bologna.



PRINCESS OF SAXONY at the age of 11 was painted by Lucas Cranach the Elder. This is a companion piece to the Prince of Saxony on the opposite page.



IT HAPPENS IN

TWO SECONDS

Within two seconds after entering "The Leap" on Switzerland's famous Olympic Run, bobsled teams hit the amazing speed of 85 m.p.h.



And as this glass-of-water test proves, within two seconds after you take Bayer Aspirin, it's ready to go to work, to bring

FAST PAIN RELIEF



Don't let a cold cause you needless suffering. To quickly relieve painful cold symptoms, take two Bayer Aspirin with a full glass of water at the very first sign of a cold. Then, if sore throat accompanies your cold, gargle with three Bayer Aspirin dissolved in one-third of a glass of water.

Relief comes with astonishing speed, because Bayer Aspirin is ready to go to work within two seconds. And the reason is that three important steps are taken—

not just one—when Bayer Aspirin is made.

Remember—Bayer Aspirin's single active ingredient is so effective doctors regularly prescribe it for pain relief... and is so gentle to the system, mothers give it even to small children on their doctors' advice.

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BOOTH ART CONTINUED



BEFORE X-RAY this *Madonna and Child* by Tintoretto had a plain, uniform background. In this condition it had hung for years in Ralph Booth's home.

X-RAYED TINTORETTO

As a matter of routine, whenever it acquires a painting by a master, the National Gallery has it X-rayed to see if anything has been painted over or altered. What the X-ray exposed on Booth's Tintoretto (*above and below*) proved it to be even lovelier than its owner had supposed.



AFTER X-RAY, which showed that someone had painted over original background, art experts removed dull overpainting, revealing cherubs and stars.

CONTINUED ON PAGE 77

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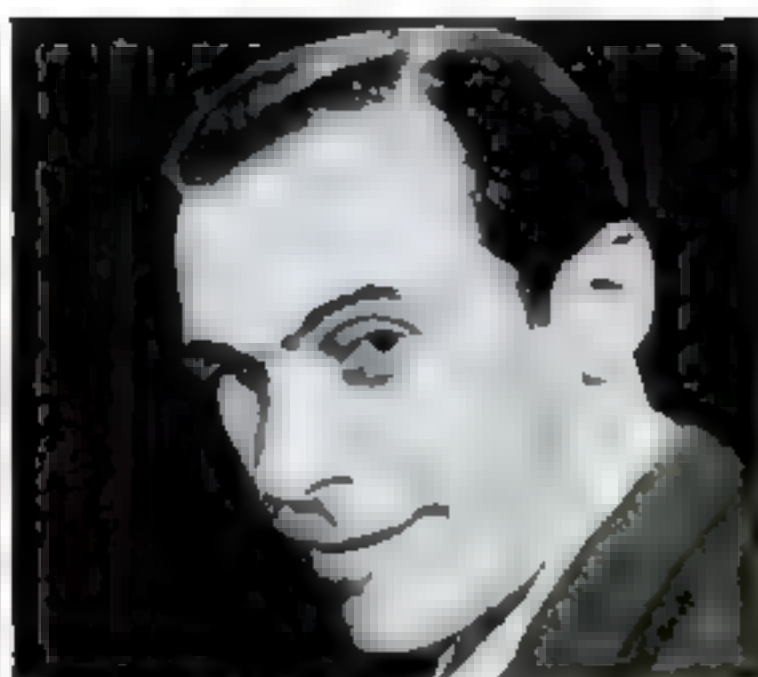
ALBANESE

Metropolitan Opera soprano Licia Albanese sings encores from "Otello": the touching *Canzone del salice* (Willow Song) and the tender *Ave Maria*. Record 11-9957, \$1.00.



BEECHAM

Berlioz' colorful, dramatic overture to "Le Corsaire" is the exciting new record by Sir Thomas Beecham, Bart., conducting the Royal Philharmonic Orchestra. 11-9955, \$1.00.



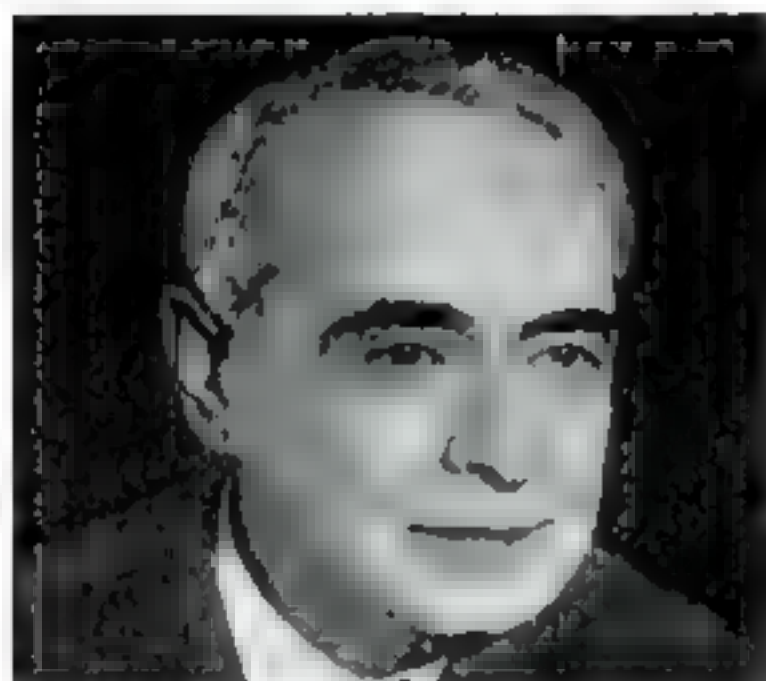
BRILLOWSKY

World-famous for his Chopin performances, pianist Alexander Brailowsky has now recorded the composer's 27 études, complete. Magnificent playing! Album DM-1171, \$9.00.

Tchaikovsky Violin Concerto. Songlike melodies, dramatic contrasts, impetuous Russian dances! Heifetz plays this masterpiece brilliantly, with the London Philharmonic Orchestra, conducted by Barbirolli. Album DM-356, \$5.00.

The Music of Ernesto Lecuona. You'll hear the exciting Spanish rhythms of *Malagueña*, *Andalucía*, *La Comparsa* and four other favorites, played by the First Piano Quartet. Album CO-41, \$4.00.

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KOUSSEVITZKY

The enchanting fairy-tale music of Weber's overture to "Oberon" is beautifully played by the Boston Symphony Orchestra, conducted by Serge Koussevitzky. 11-9951, \$1.00.



KREISLER

Now—hear the first recording of Kreisler's own *Viennese Rhapsodic Fantasietta*... played by the great violinist himself. Sparkling, lilting melodies! Record 11-9952, \$1.00.



MAYNOR

Schubert's beloved *Ständchen* (Serenade) and exquisite *Liebesbotschaft* (Love's Message) are sung with rare sensitivity by Dorothy Maynor, soprano, on Record 10-1372, 75¢.



The Schumann Piano Concerto. Artur Schnabel beautifully expresses the buoyant happiness of this music—its sunny melodies and glowing colors. With the RCA Victor Symphony Orchestra, conducted by William Steinberg. Album DM-1176, \$5.00.

Gaieté Parisienne. Here is Offenbach's complete score as performed by the Ballet Russe de Monte Carlo—romantic waltzes, spirited polkas and the cancan! It's played by the Boston "Pops" Orchestra, conducted by Friedler. Album DM-1147, \$5.00.

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MONTUUX

The richly colored *Escales* of Ibert is in the glowing new album by Monteux and the San Francisco Symphony Orchestra. DM-1173, \$3.00; DV-10 (non-breakable), \$5.00.



TOSCANINI

Mozart's graceful "Haffner" Symphony No. 35, in D, K. 385, is played with delightful charm and delicacy by Arturo Toscanini and NBC Symphony Orchestra. DM-1172, \$4.00.



WARREN

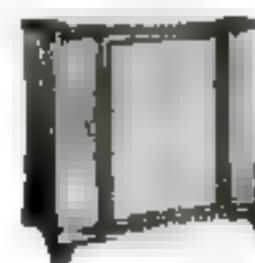
Metropolitan Opera star Leonard Warren sings two stirring baritone arias from the second act of "Il Trovatore": *Il balen del suo sorriso* and *Per me ora fatale*. 11-9956, \$1.00.



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BOOTH ART CONTINUED



MRS. RALPH BOOTH in her home today still owns (left to right on wall) paintings by Segonzac, Renoir and Degas. On the cabinet is nude by Ingres.

THE BOOTHS LIVED SURROUNDED BY ART



RALPH BOOTH

Unlike some collectors who regarded art simply as a sound financial investment, Ralph Booth took a warm interest in his art treasures and lived surrounded by them. Booth, who was born in Canada of English parents, became at the age of 28 editor and publisher of the *Chicago Journal*. Later he edited the *Detroit Tribune* and founded a chain of Michigan newspapers. In 1906 his interest in art was definitely stimulated by his marriage to Mary Batterman, a Chicago art student. Throughout their lives he and his wife made most of their art purchases together. Booth was president of the city's Institute of Arts and promoted its handsome new building which was opened in

1927. To the new museum Booth presented many gifts, which included old and new masterpieces from Van Dyck to Degas. Some of the paintings which he particularly prized—the ones that went to Washington—he hung on the red damask wall of his drawing room (below). Mrs. Booth still lives in the house and still has plenty of paintings to enjoy. Someday they too may hang in public museums for everyone to enjoy.



DRAWING ROOM of Booth home at Grosse Pointe near Detroit is done in Renaissance style. Paintings include work by 18th Century English masters.

Old Gold cures
just one thing

The World's Best
Tobacco!



For a Treat instead of a Treatment...treat yourself to



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...Hunt's peaches bring you heavenly flavor and mellow tenderness, just as they come from the can. But for a "Gosh, you're *wonderful*, mom!" treat—make your folks a luscious shortcake. Or a juicy pie...or tarts...or upside-down cake. And get the peaches with the Hunt red label!



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AS "SUZETTE," KAY THOMPSON SINGS OF HER LOVERS. FROM LEFT, SHE SCORNS ONE, DRIVES ANOTHER CRAZY, EXHAUSTS A THIRD, FAILS TO IMPRESS A FOURTH

NEW COMEDIENNE

Kay Thompson spoofs stage stars and sex in a funny nightclub act

The slightly involved pantomime shown above is a high point in the funniest new act to tickle nightclubbers in recent months. It is a number called *Pauvre Suzette* in which Kay Thompson and four ex-vaudevillians named the Williams brothers tell the sad story of a girl with a Restoration bosom and four lovers. The girl ends badly—in Hollywood.

No *Suzette* in real life, Miss Thompson is a 35-year-old string bean who looks like a savage caricature of Beatrice Lillie. She began as a piano prod-

igy, drifted into radio and finally became a highly successful writer of funny movie songs—for other performers. But a few months ago Miss Thompson did some of her own satiric routines at Ciro's in Hollywood. Her loud, athletic imitations and burlesques made her an overnight sensation. Eupptic Miss Thompson is now appearing in Chicago's Mayfair Room and in a few weeks will play in Miami for \$15,000 a week. Pleased, she judges her act as merely "the greatest that ever hit humanity."

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TAKE-OFF WITH TEACUPS spoofs a British actress like Beatrice Lillie. Here Kay Thompson begins to tell a London party about jazz in "New Yawk."



BIG BRITISH CHUCKLE comes when she sings, "It's a new kind of talk, crazy people . . . of New Yawk have a hoogie-boogie beat to their walk."



SHE WOWS THEM by reporting that jazz "is all the go." This momentous if belated news is delivered in a fishmonger's voice, with exaggerated gestures.

CONTINUED ON NEXT PAGE

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New Comedienne CONTINUED



KAY THOMPSON AS "GERTRUDE LAWRENCE" SINGS WITH "NOEL COWARD"

SHE RIBS NOEL COWARD PATTERN

In one of her funniest numbers, called Broadway, Kay Thompson takes satiric swipes at burlesque, opera, classical ballet and, in the dialog quoted below, at a typical Noel Coward-Gertrude Lawrence tête-à-tête:

"Reginald!"
"Cynthia!"
"Back?"
"Yes."
"So soon?"
"Yes—Cynthia, we must talk."
"I know."
"You mean . . ."
"Quite."
"I'm leaving."
"Oh, so, Pamela?"
"No."
"Evelyn?"
"No."
"Cecily?"
"Pre-cisely."
"Ooh, tonight?"
"Tonight."
"I see."
"I'm glad. Hmm, and you?"
"I'm off, too."
"Oh."
"So."
"Algy?"
"No."
"Jerry?"
"No."
"Leslie?"
"Precisely."
". . . Well, chero."
"Chero." (*music begins*)
"Cynthia, our tune."
"Oh, love me?"
"Terribly."
"Want me?"
"Frightfully."
"Marry me?"
"Instantly."
"Oh, Reggie, you've been a brick through the whole ugly mess."

(They go into a typical Coward love song.)

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TO GOOD TASTE



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When Henry Wells started what was to become Wells, Fargo & Co., few people could see any need for express service. He finally sold his idea by delivering fresh oysters and lobsters far inland where such delicacies never before had been seen. His express company went beyond Buffalo to St. Louis and Chicago and then fanned out through the hazardous West to the Coast.

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NEW EVENING TIMES: "THE ADVENTURES OF OZZIE AND HARRIET," FRIDAY, 9:30 P.M., E.S.T., CBS



ARTIST CLOAR (REAR, RIGHT) PORTRAYS HIMSELF AT SIX DIFFERENT AGES

BACKWOODS BOYHOOD

An artist from Arkansas remembers the way he grew up in a place called Gibson Bayou

Carroll Cloar is a New York artist who was born and brought up in a backwoods Arkansas community called Gibson Bayou, just south of the Ozarks. Working on both a MacDowell Fellowship and a Guggenheim Award, Cloar has set down in lithographs some of the things he remembers of his Arkansas boyhood. On these pages *LIFE* presents these memories.

The group of pinch-faced, jug-eared young men above, posed against the background of a typical small-town Arkansas main street, is what Carroll Cloar calls *A Group of Myselfs*. Each of them is the artist at a different age. At 7 (front row, right), barefoot and in overalls, Carroll had his

own coon dog which he called John Fowlkes after a neighbor. The dog developed running fits. When 10 (front, left) Carroll walked a mile each way, in Sears, Roebuck knee pants, to a country school. At 12 (center) he started going by bus to school at the nearby town of Earle and his father bought him his first long pants. When he was a husky, grinning 17 (back row, left), he played shortstop on a team called Mac's Miracles. A year later, a morose youth in a white sweater, he had left home for the first time to attend Southwestern College in Memphis, Tenn. The serious man with his hand full of paintbrushes is the artist as he looks today at the age of 35.



HELLFIRE, HOMEFOLK AND HYMNS

"When I was a child," says Carroll Cloar, "I had a terrible tussle with religion. Mama (*opposite page*) was originally a shouting Methodist, but as time went by the Methodists became a little too liberal-minded to suit her and she became a member of the General-Free-Will Baptists. I lived in fear and fascination of death and the devil, which the backwoods preachers (*left*) made too near and too real. Brother Ed was our visiting preacher. He prayed for the sick and afflicted and at least once a year he declared a foot-washing and everybody scrubbed each other's feet, just like the Bible says. Every summer we had a big tent meeting at Gibson Bayou. Brother Ed's sermons were always loud and eloquent—Papa could hear him at the house half a mile away. He tore into sinners and made tobacco-users and adulterers wish they had stayed at home. Finally, when he dropped to a gentle, sad note, everyone knew it was time for the altar call. While the choir sang *Almost Persuaded*, Brother Ed could always bring sinners flocking to the altar with his pleading, 'Now, won't you come and give your heart to God before it is everlastingly too late?'"

"Mama and the other members of our church considered going to picture shows a sin, and so did I, but I could not resist them. After I went to a picture show I always prayed God to forgive me, but there was always the danger of something happening to me between the Princess Theater and prayers, whereupon I would surely go to hell. And I knew what hell was like."

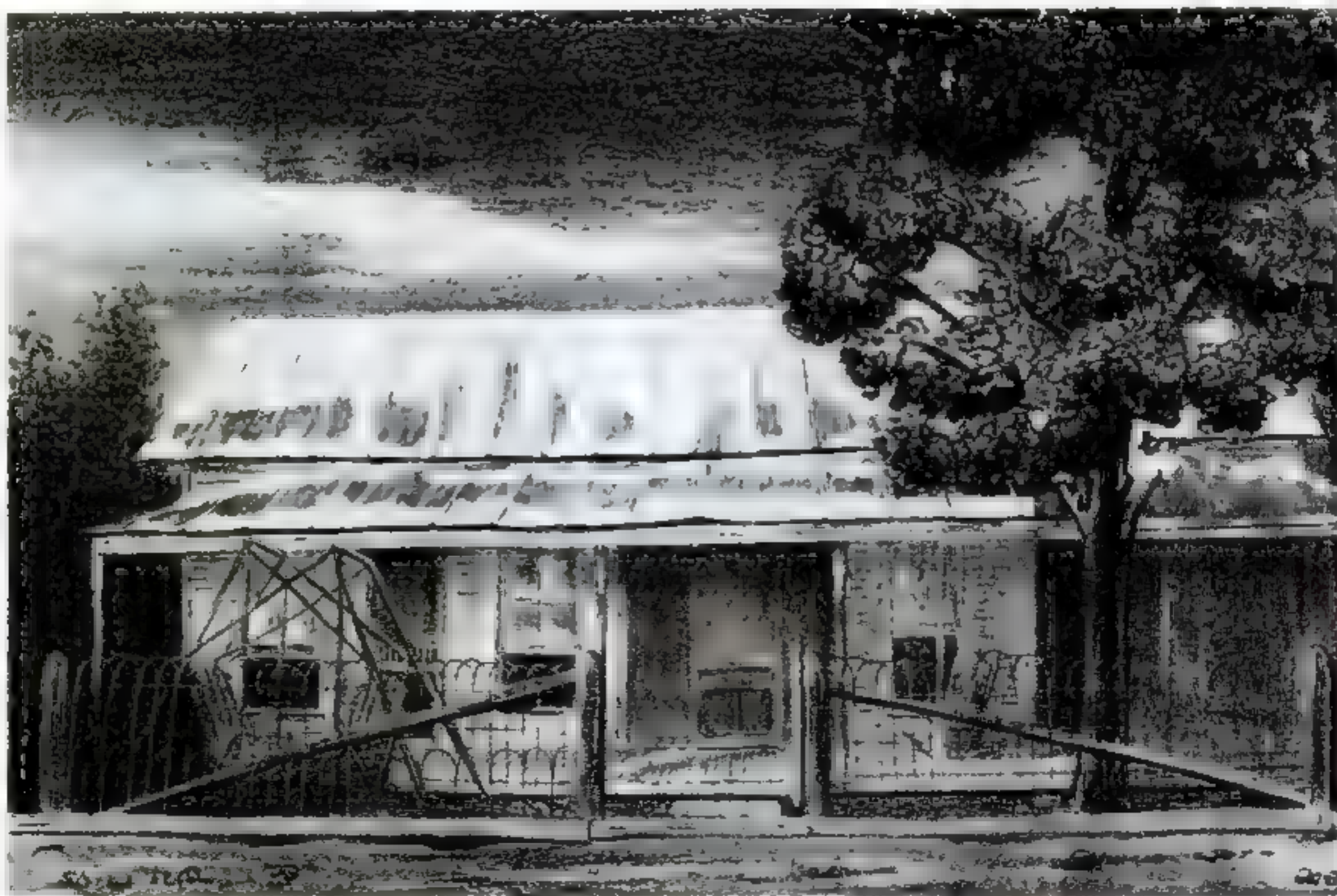
"I was not entirely unhappy, however. There were diversions like going fishing for crawdads and catfish in Gibson Bayou. But most of all I liked to wander barefoot and alone through the woods with a pack of flop-eared hounds."

HELLFIRE

At 10, Cloar had read all of *Pilgrim's Progress* and was haunted with nightmares of the devil, brought on by hellfire-and-damnation sermons of backwoods preachers. Heaven was a place where good Arkansas farmers went fishing and kept on hoeing cotton.

HOME

The Cloar house in Arkansas, with its tin roof and swing, sat on a piece of land which sloped sharply down to Gibson Bayou. "Mama tried her best to grow grass and flowers," says Cloar, "but after it rained, the yard always looked like the badlands in miniature."





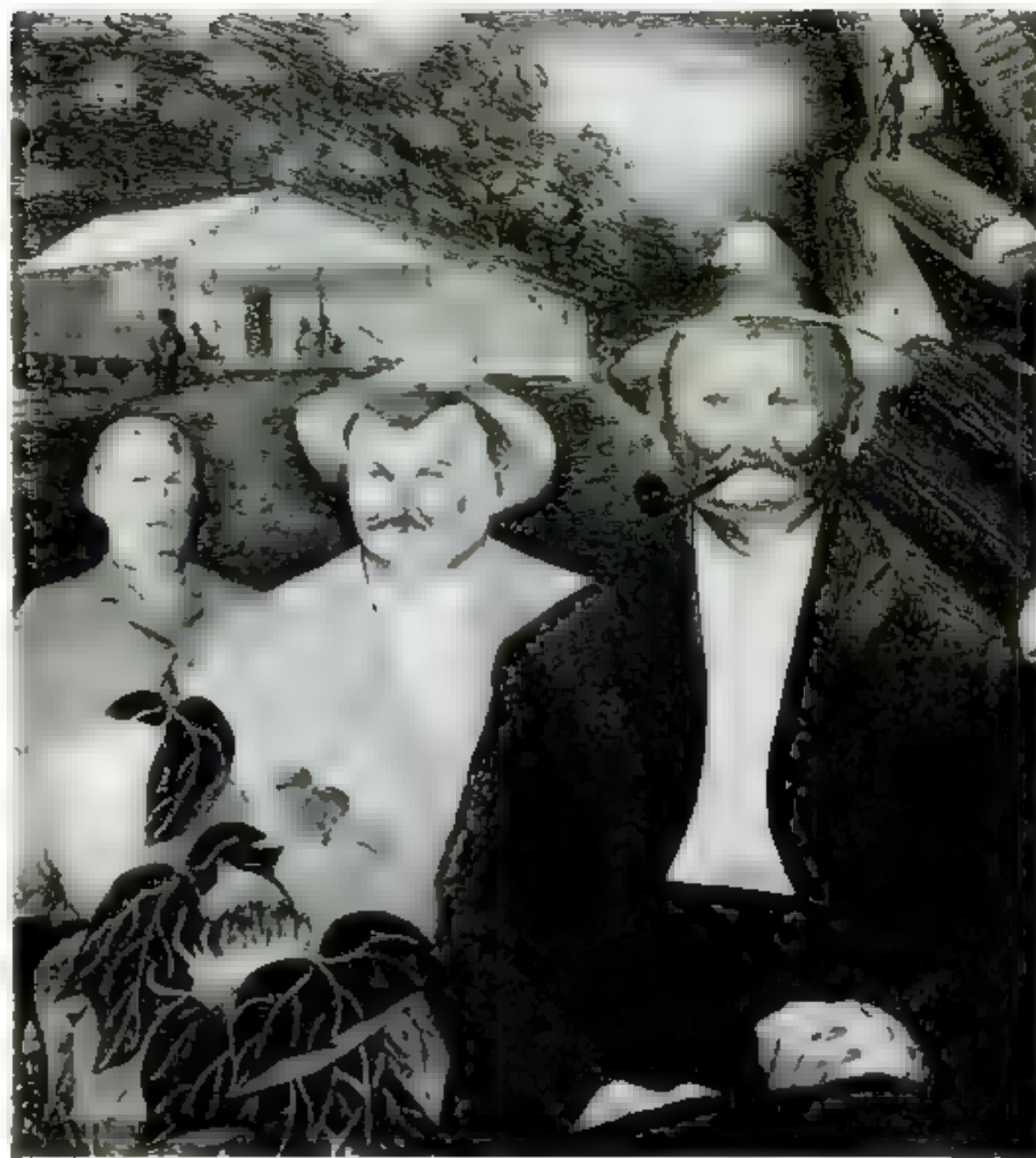
MAMA

Artist Cloar's mother, Evvy David Cloar, never missed a Sunday at church, and her favorite hymn, which she often sang to her small son, was *In the Golden By and By*. "Grandmaw David," says Carroll, "wanted Evvy to marry a circuit-riding preacher, but she chose instead one of the hard-drinking Cloars" (above, right).



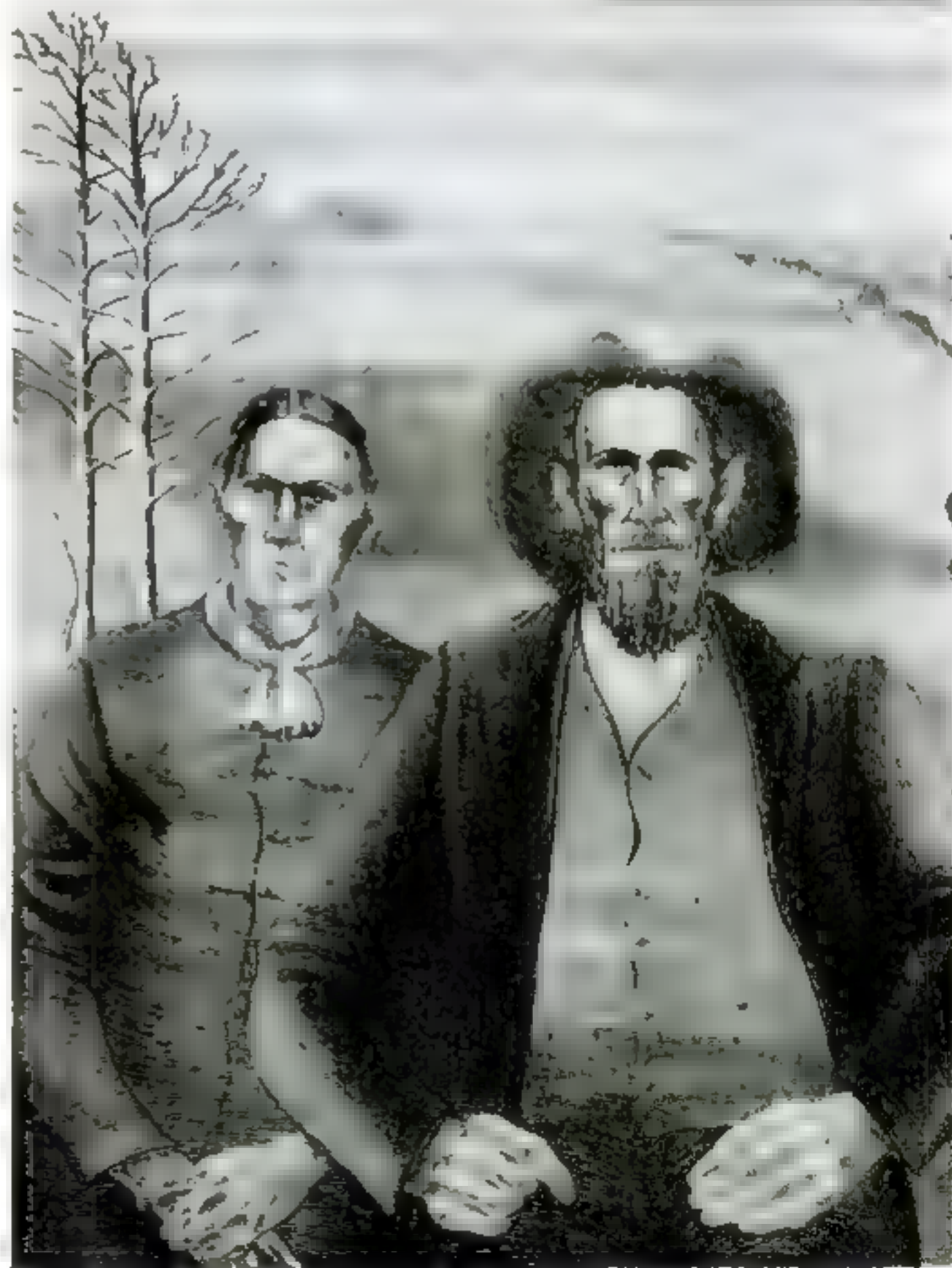
BROTHER JACK

Elder Brother Jack, shown here as an infant, developed a "remarkable talent for wit and wickedness." Once, for no reason at all, says Carroll, Brother Jack pulled up by the roots all the flowers their mother had painstakingly planted in the front yard, then he looked her straight in the eye and said, "Chicken done it."



PAPA

Cloar shows his father, Charley Cloar, as a rugged, square-headed young logger of 33 (left) when he first began courting Evvy David; as a kindly but hard-drinking, middle-aged farmer (center), and as the man who, after 16 years with Evvy, swore off liquor and tempered his profanity to a mild "dodd damn it."



GRANDMAW AND GRANDPAW

Grandpaw David was "never quite comfortable as a settled family man." With his gun and a bowie knife, Grandpaw would sometimes take to the woods for whole months. Grandmaw, who managed the farm very well without him, never worried. He always came home fatter and healthier and good for another year.



DEATH OF MONK CARTER

Artist Cloar will never forget the autumn afternoon he went out to thrash pecan trees with Jack, Jack's clumsy 12-year-old Monk Carter, and another friend. Monk crawled out on a rotten limb and "plummeted down to earth like a sack of oats." The Cloar boys went to Monk's funeral, but Jack never spoke of him again.



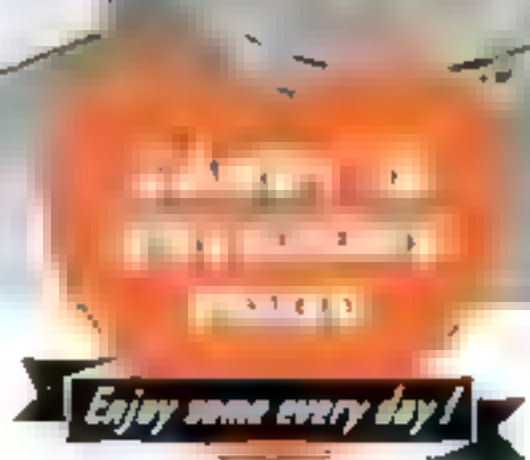
If you were the heartthrob of the prettiest girl in town, wouldn't it be swell to make your next "date" super special by saying, "Happy Valentine! Wouldn't you like some candy?"

Wouldn't you like some **CANDY?**



If you were a newspaper reporter and the presses were being held for your story and you had to keep on pounding it out and needed a quick energy pick-up, wouldn't you like some candy?

If you were an elevator starter and you wanted to produce a four o'clock treat for your friends around the building, what could be better than to say, "Wouldn't you like some candy?"



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THE KING OF THE MOUNTAIN RAMS (RIGHT) SNORTS AND RISES HIGH ON HIS HIND LEGS TO GATHER UP SPEED AS HE RUSHES FURIOUSLY AT A RIVAL RAM

FIGHTING RAMS

Mountain king butts rival's head

Every winter the king of the bighorn sheep, whose 800-head herd roams Colorado's mountains, wages savage battle with rivals which make sheep's eyes at his current queen. These extraordinary pictures of a bout between two rams were taken by Cleveland P. Grant. From a running start 30 feet apart (*above*), the angry rivals

crashed their skulls together, drew off, charged back furiously to crash again and again. Sometimes fights last five hours, resulting in broken horns or, when aim is bad, gored flanks. But for years the 300-pound king, who bears scars of many such fights, has emerged as the champion skull-cracker and retired arrogantly to his mate.



THEIR HEADS LOWERED, SHEEP CRASH, THE SOUND CARRIES A MILE AWAY



GROGGY RIVALS EYE EACH OTHER BEFORE BACKING OFF FOR NEXT ROUND



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WITH CONTEMPTUOUS ASSURANCE, TOJO FACES HIS ACCUSERS FROM THE WAR TRIALS WITNESS STAND. UNLIKE MOST DEFENDANTS, HE STILL WEARS HIS UNIFORM

A "DEAD MAN" SPEAKS

TOJO USES WAR-CRIMES TRIAL FOR AN APPEAL TO JAPANESE JINGOISM

For 347 drab and wearisome days the trial of Japan's chauvinistic war leaders had droned on in Tokyo before the International Military Tribunal for the Far East. Designed to prove the criminal nature of aggressive warfare and to demonstrate Western justice to the Japanese people, the trial had bogged down in technicalities, courtroom bickering among the Allies and a parade of minor witnesses. Most Japanese papers had quit covering the trial and most Japanese had forgotten it. Then Hideki Tojo, a man regarded as "dead" ever since he botched his unceremonial suicide (*LIFE*, Sept. 24, 1945), was called to the stand.

Suddenly the press galleries filled and the courtroom was jammed with spectators. Tojo had led the Japanese into World War II and had been an architect of their early conquests. Now, in an elaborate 64,000-word statement Tojo called on the Japanese people to re-embrace their dreams of conquest. "I do not agree that war is a crime!" Hideki Tojo proclaimed, and millions of Japanese

abruptly remembered Japan's "sacred" mission to unite the world under one pagodaed roof.

Tojo testified with the cold assurance of a conquering samurai (*above*). In his carefully prepared "apology" for Japanese aggression Japan's wartime premier and war minister charged: 1) Imperial Japan was set upon and fought only for survival; 2) the Greater East Asia Co-Prosperity Sphere was his own idea and a good one; 3) Japan's emperor, win or lose, was blameless. Never in his long statement did Tojo call a war a war. Instead he contended that "economic pressures against our nation by America and Britain were increasing . . . so it was critically necessary that Japan recover the resiliency of its national strength"! Japan's rape of China, he added, was only defense "against destructive activities of the Communists."

All this had been said before, and refuted before, but not even on cross-examination did the tribunal lay bare the falsity and the hypocrisy of Tojo's claims. U.S. Prosecutor Joseph Keenan and

Tribunal President Sir William Webb of Australia seemed more concerned with perpetuating a courtroom feud that already had nullified much of the tribunal's effectiveness as an example of Western justice (*pp. 88-89*).

At one key point Keenan bluntly asked Tojo, "Has [this affidavit] been for the purpose of convincing this court of your innocence, or has it been intended to be a continuation of imperialistic, militaristic propaganda to the people of Japan?" Webb, whose antipathy to Keenan stems from the U.S. decision to absolve and "use" the one-time god-emperor, called on strict legal procedure and ruled the question out of order.

To the majority of Japanese, unfamiliar with the tribunal's day-to-day evidence of their war leader's betrayal of the people, Tojo's defiance was a summons to the old codes of Shinto nationalism. The *Nippon Times* chose Emperor Hirohito as Man of the Year, and many Japanese prepared to enshrine Tojo as a new saint in the panoply of Shinto gods.



PROSECUTOR Joseph Keenan, shown here reading the testimony, won fame as a gangbuster in Cleveland, Ohio.

BITTER FEUDING

The trial of Imperial Japan's war leaders, in the somber, soundproofed courtroom of Tokyo's old War Ministry building, began May 3, 1946. It is, in consequence, one of the longest trials in history. By the time Hideki Tojo's case came up, some 30,000 pages of records and some 3,600 exhibits had been introduced and the judges had heard some 8,687,500 words of testimony, all of which had to be translated. The prosecution had called a total of 103 witnesses, the defense 320.

Unlike the Nürnberg trial of the top Nazis, which took less than half the time thus far consumed and heard less than one quarter the number of witnesses, the Tokyo trials have been dependent on spoken testimony. Because the Japanese had time to burn most of their important and incriminating documents, the prosecution has had to reconstruct nearly two decades of Asiatic history in dry, academic and legalistic sessions.

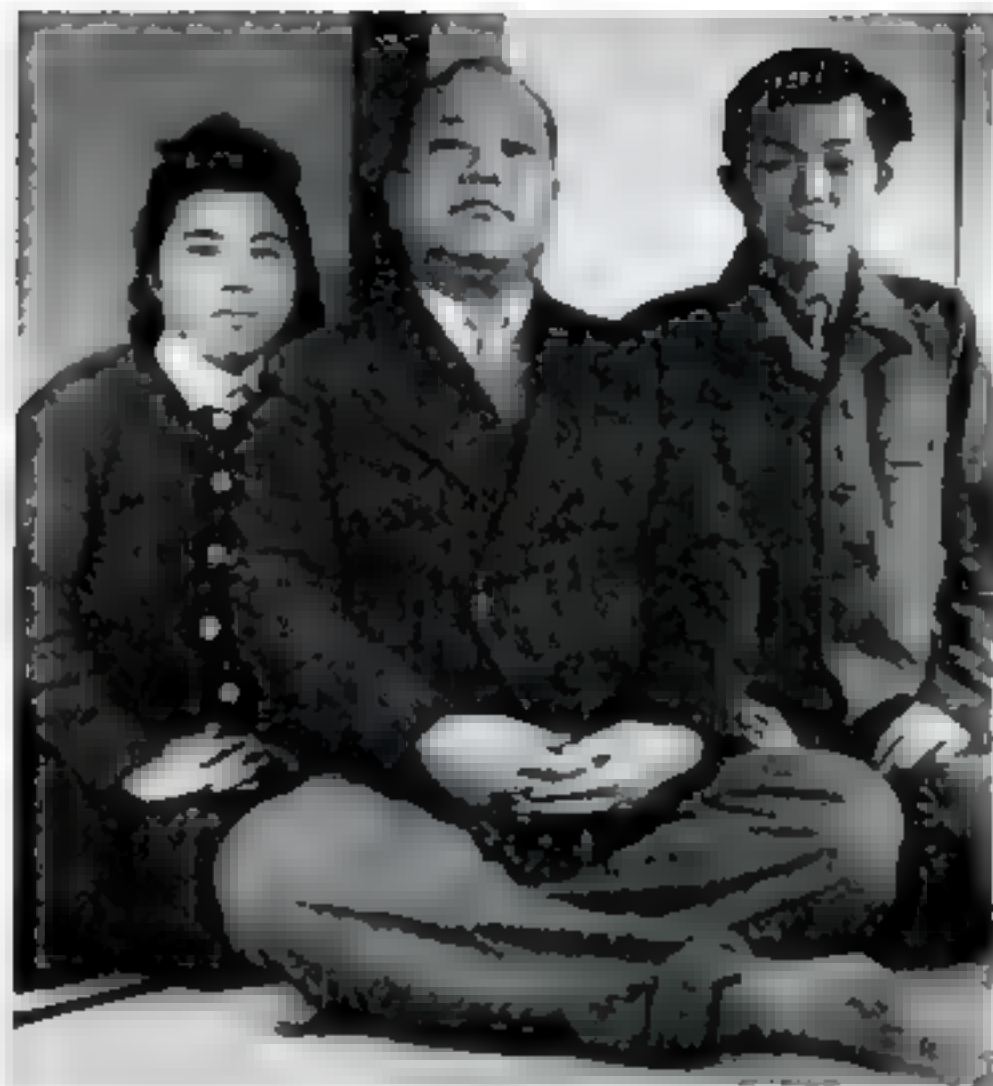
Testimony such as that of former Premier Baron Kijuro Shidehara—that the cabinet knew in advance of the army conspiracy for the 1931 attack on Manchuria—hardly seemed worth world headlines in 1946, though it was essential to prove the Japanese pattern of aggression. Japanese papers were not instructed to give the trial complete coverage. American papers were bored.

In addition the trial from the outset has been confused by a divergence of views on its objectives. All of the 11 conducting nations finally agreed on two things: that aggressive warfare must be proved criminal, and that Japan is guilty for having started the war, not for having lost it. But on the important point of the emperor's responsibility, the U.S. and Australia have been divided. From the judges' bench (*left*) Tribunal President Sir William Webb has tried to steer the questioning in directions that would implicate Hirohito. U.S. Prosecutor Joseph Keenan (*above*), following the line of a high-level policy decision in Washington, has tried to skirt this delicate question—a difficult job since the U.S. indicted Hirohito's confidante—Marquis Koichi Kido, Lord Keeper of the Privy Seal.

When the War Department sent John F. Kelly, an expert on Tojo, to help Keenan in the cross-examination, Webb's tribunal refused to allow him to appear. When Keenan sought to contrast the prewar authority of the President of the U.S. and that of the Emperor of Japan, Webb challenged the relevance of his words and Keenan snapped back, "Mr. President, if it is offensive . . . to let the people

THE JUDGES represent 11 of the nations which were engaged in the long and bitter war with Japan. The tri-

bunal's president, tall, fiery Sir William Webb of Australia, is sixth from left with his hand raised to his face.



"THE MONSTER," Informer Ryukichi Tanaka, posing with children, expects to be killed when occupation ends.

PROLONGS TRIAL

here know the authority of the President in the U.S. government, I shall go immediately to something else." Red-faced, Webb leaned across the bench and shouted, "Go immediately to something else!" Tojo sneered, and the rest of the defendants smiled.

Smiles, however, were not in evidence during the testimony given against them by a sly and unsavory character, Major General Ryukichi Tanaka (above) whose nickname is "The Monster." An agent provocateur in the Far East for 20 years, Tanaka admittedly has been out to "get" his old rivals, Tojo and General Akira Muto.

An informer, in contrast to the role of martyr which Tojo has embraced, Tanaka has minutely described the careful preparations for the original Manchurian invasion and placed criminal blame on Defendants Sadao Araki, Kenji Doihara, Jiro Minami, Seishiro Itagaki, Kuniaki Koiso, Hideki Tojo, Kingoro Hashimoto and Naoki Hoshino. He has condemned Araki as the power behind the militaristic army clique and has revealed how Doihara was running Manchuria's opium machine. He has also accused Tojo, Muto and Kenryo Sato of favoring brutal treatment of prisoners of war in one of few instances directly linking top leaders with actual war atrocities.

Tanaka has pictured himself as both a hero of war and an apostle of peace. He also has defended some of the others, including Field Marshal Shunroku Hata, ex-Foreign Minister Mamoru Shigemitsu, who signed the Japanese surrender, and General Yoshijiro Umezu, the last to take the stand before final summations and the judges' verdict. But whether Tanaka succeeds or fails, or whether Webb and Keenan continue their feuding, will not make much difference.

When the trial began there were 28 defendants. Since then Foreign Minister Yosuke Matsuoka has died of tuberculosis, Fleet Admiral Osami Nagano is dead of pneumonia and Propagandist Shumei Okawa has gone mad. The 25 men who survive are living out their days in dull but relatively comfortable confinement (pp. 90-91). Most of them are less concerned with sentencing by the tribunal than in the verdict of history as it may someday be recorded—in Japan. Not only have their prospects for a favorable judgment improved greatly since Tojo "redeemed" himself in court but they have seen a trial that could have been a salutary and valuable lesson in democratic procedure turn into an abysmal flop.



THE ACCUSED use earphones during the translations. Buddhist Koichi Kido (second man in first row) assumes

an attitude of prayer while Tojo (eighth in row) listens with great disdain. The trial has lasted for nearly two years.



DURING RECESS DEFENDANTS TALK WITH FRIENDS AND LAWYERS THROUGH MESH SCREEN AS MPs LOOK ON



THIS WISPY BEARD is shared yearly by General Araki, who is a prisoner of conscience for his role in the war

LIFE IN PRISON IS SOFT, DULL

In almost two years of prison life, age 70 old men of the Ichi Kyōha camp did not die and finally learned to accept their predicament. They are housed in Sugamo prison, located by the post-war international custodian, Lt. Col. and Army Kenworthy, by signing a testimony for a man, Minoru Sugawara, a test of their own signed Japan's formal surrender in 1945.

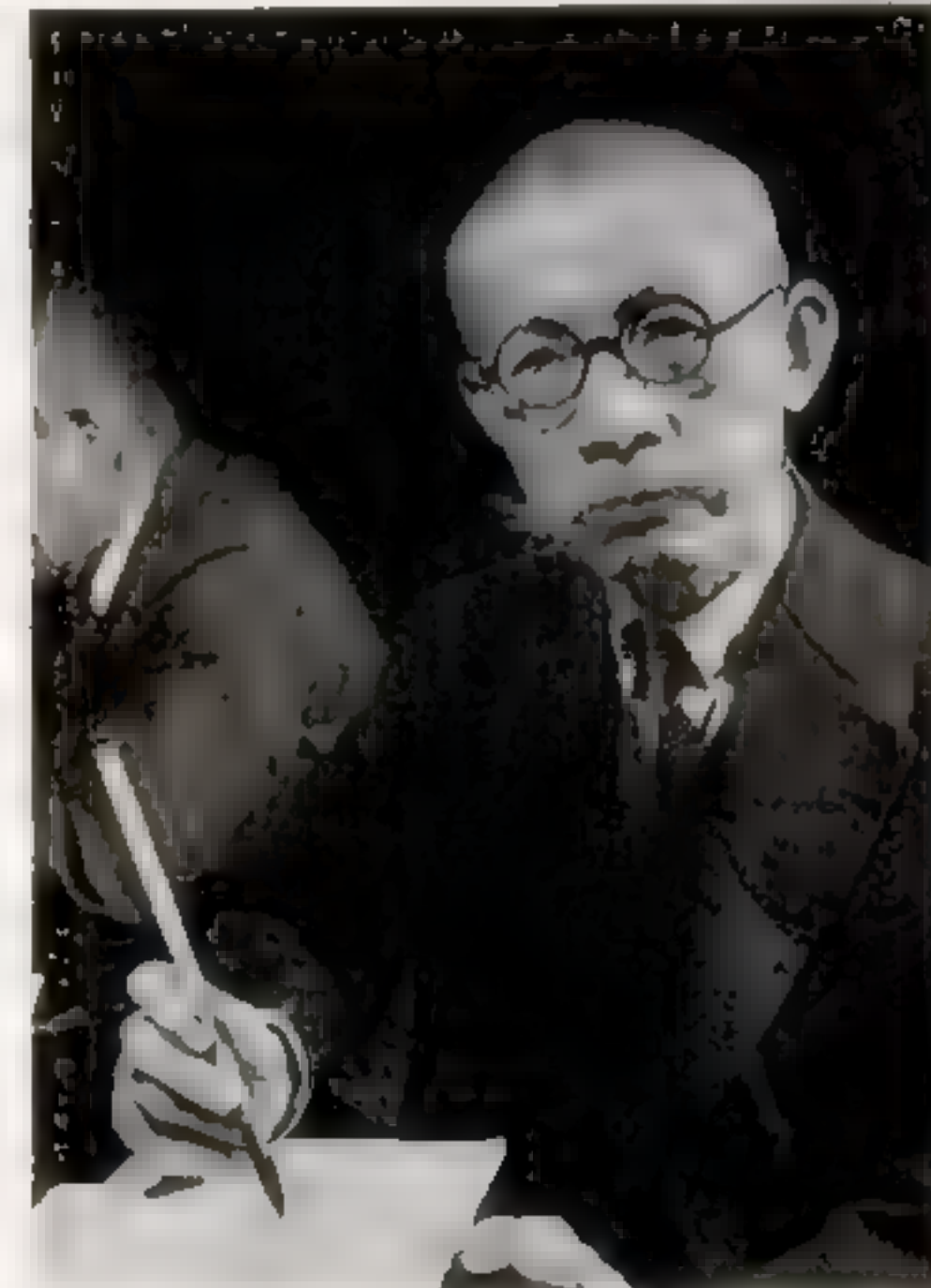
But in and the court, Ichi Kyōha still have their law. One General Jiro Araki, who is earnestly trying to learn how U.S. soldiers do it, about it. One is a court of law, one is a court of law. Some read the news. A few, like Ichi Kyōha, get a good night's sleep.

For many generations the old men have been told to live. Such poems are given to them, interpreted. One interpretation was: "War has gone on and on and here I am sitting in a trial for something that has been going on throughout history."



GAME OF "GO," Japanese equivalent of chess, is played by the 81 year-old ex Premier Kichiro Hiranuma

(Rt) and former Ambassador to Italy Toshio Shiratori. "Go" boards and "stones" were imported by prisoners.



STUDYING CLASSICS provides "escape" for some. Ex War Minister Sadao Araki, above, is reading Shintō



BEFORE AMERICAN JAILER (LEFT)
THE ACCUSED SIGN SILK SCROLL
THANKING HIM FOR HIS KINDNESS



THE INDEXERS POSE WITH THE FILE OF GREAT IDEAS. AT SIDES STAND EDITORS ADLER (LEFT) AND GORMAN (RIGHT). EACH FILE DRAWER

The 102 Great Ideas

Scholars complete a monumental catalog

The exhausted looking people grouped above the books and files above have just finished a monumental intellectual task. They have spent five years and nearly a million dollars making an index of every important idea of Western civilization. They have come up with the thesis that the basis of Western culture is the 102 great ideas displayed above. According to them, almost every idea in the world appears in some form in 102 basic great books.



CONTAINS INDEX REFERENCES TO A GREAT IDEA. IN CENTER ARE THE WORKS OF THE 71 AUTHORS WHICH CONSTITUTE THE GREAT BOOKS

written by 71 men from Homer to Freud. Each idea has more than 30 subdivisions. Woman, not a main idea, is included in Family, Man and Love.

The Great Ideas index started five years ago, when Robert M. Hutchins, chancellor of the University of Chicago and director of the Encyclopaedia Britannica, decided the Encyclopaedia would publish a 54-volume collection of the books. To go with the set to be published next year, he asked Dr. Mortimer J.

Adler of the university and William Gorman of the Encyclopaedia to prepare an index of ideas so the reader could look up any topic and trace it through the books. Adler and Gorman rented an old fraternity house on the Chicago campus, moved in a staff of indexers whose job it was to read and reread two or three authors apiece until they knew them perfectly. After a couple of years the indexers began to think like their authors and even to assume their

names. From her window every morning Mrs. Freud (seated, front left, above) would wave to Aristotle (front, fifth from left) as he bicycled to work. Near her would sit St. Thomas Aquinas (rear, fifth from left), who liked to work 36 hours at a stretch and relax by playing the horses. Kant (rear, extreme right) was a man who had written his college thesis on "Misspellings in Old Southern Cookbooks." For a sample of their treatment of a Great Idea, turn the page.

Idea No. 51

Man

The Great Ideas index will be published in two 1,200-page volumes. In the index each idea will be presented as a chapter. Each chapter will have an introduction to help the reader find his way around in the idea itself and in relation to other ideas. Part of the introduction to the 51st idea, MAN, is reprinted below. After reading the introduction the reader can select a topic that interests him, look it up in the page index which guides him to the books themselves. This use of the index will enable him to bring all the authors into focus on a single subject, turning their opinions into a sort of conversation piece (p. 96).

... The whole tradition of western thought seems to divide on the question of man's essence.

The question can be put in a number of ways. Is man a rational animal, and does that definition imply that only man has reason? Does it imply that man has free will, and that only man has free will? ... Does man differ essentially or in kind from other animals, or do all animals possess the same fundamental properties? Does man differ from the others only in the degree to which he possesses some of these shared qualities?

Some, like Darwin, think that human intelligence is merely a superior degree of the same kind of intelligence which animals manifest, or that there are no human capacities or functions, not even language, art, or social organization, which do not appear at least in some rudimentary form in animal life. They clearly take the position that man varies from other animals as one species of animal varies from another. But those who take the opposite position do not always agree on the precise nature of the difference in kind. For the most part, they attribute rationality to man alone and use the word "brute" to signify that all other animals totally lack reason, no matter how acute their intelligence or the apparent sagacity of their instinctive reactions. They also tend to think that human society and human language are essentially different from the beehive or the ant mound, bird calls, jungle cries, or parrotting, because they are the work or expression of reason. But they do not all affirm free will as the natural accompaniment of rationality, nor do they all conceive reason itself in the same way. ...

The disagreement about human nature necessarily produces a controversy about the higher faculties of man. Except for the view that man is a purely spiritual being who merely inhabits or uses a physical body, no theory of human nature doubts that man, as a living organism, possesses in common with plants and animals certain bodily powers or functions. The vegetative functions which Galen calls "the natural faculties" are indispensable to human, as to all other forms of corporeal life. Similarly, the powers of sensitivity and appetite or desire are obviously present in man as in other animals. To the observer who sees only the externals of human and animal behavior, men and the higher animals appear to react to the physical stimulation of their sense organs with a similar repertoire of bodily movements, which vary only as their skeletal structures and their organs of locomotion differ. They also manifest outward signs of inner emotional disturbance sufficiently similar to warrant treating such emotions as fear and rage as common to men and other animals.

On all this there seems to be little dispute in the tradition of the great books. But difficult questions arise when the inner significance of these external movements is considered. Both men and animals have the familiar sense organs, and such powers as touch, taste, smell, hearing, and vision. But do sensations give rise to knowledge in the same way for both men and animals? Do the powers of memory and imagination extend an animal's range of apprehension as they do man's? Do they similarly affect animal and human sense perception of present objects?

Such questions are not readily answered by observation of external behavior alone. What seems to be called for—a comparison of human and animal experience—cannot be obtained. The difficulty of the problem becomes most intense when a special faculty of knowledge or thought is attributed to man, for animal and human sense perception, imagination, or even emotion may be incommensurable if a special factor of understanding or reason enters into all human experience and is totally absent from that of animals.

In the ancient and mediaeval periods, the sensitive faculty, including



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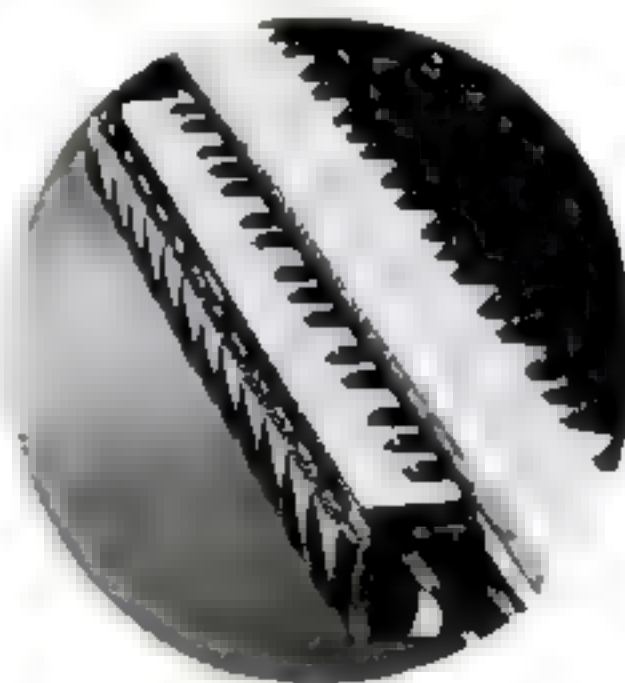
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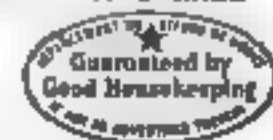
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- 6 sickrooms
- 7 musty closets
- 8 living rooms

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GREAT IDEAS CONTINUED

the interior sensitive powers of memory and imagination, is generally distinguished from another faculty, variously called "intellect," "reason," or "mind." Writers like Plato, Aristotle, Plotinus, Lucretius, Augustine, and Aquinas have different conceptions of intellect or mind, in itself and in its relation to sense and imagination, but they do not question its existence as a separate faculty. The range of the sensitive powers does not extend to ideas or intelligible objects, nor is sensitive memory or imagination the same as rational thought.

Not only does it seem unquestionable in the ancient and mediaeval tradition that man has these two distinct faculties of knowledge, but it is generally assumed that other animals have, to a greater or less degree, the power of the senses alone. Only men can understand as well as perceive; only men can know the universal as well as the particular; only men can think about objects which are neither sensible nor, strictly, imaginable, objects such as atoms and God, the infinite and the eternal, or the intellect itself. The affirmation of an essential difference between reason and sense seems to be inseparable from the affirmation of an essential difference between men and brutes.

Doubts or denials with regard to both affirmations achieve considerable prevalence in modern times. But though the two affirmations appear inseparable, they are not always denied together. Montaigne, for example, does not so much doubt that men have reason, as he does that animals lack it. He considers the matter in the light of external evidences, in terms of the comparable performances of men and animals. The light of reason seems to shine in both.

He repeats many stories from Plutarch and Pliny which supposedly reveal the comparable mentality of animals and men. One is the story of the hound who, following the scent, comes to a triple parting of the ways. After sniffing along the first and second paths and discovering no trace of the scent, the hound, without a moment's hesitation or sniffing, takes up the pursuit along the third trail. This, Montaigne suggests, is a kind of syllogizing. The dog reasoned that if there are only three possibilities, and two are eliminated, the third one must be right. It is noteworthy that Aquinas tells exactly the same story in order to make the point that such appearances of reasoning in animals can be explained as instinctively determined conduct. The observable behavior of animals does not seem decisive on the question whether or not they, too, have reason.

Unlike Montaigne, Machiavelli seems to imply that men and brutes are alike, not in having reason, but in lacking it. The passions control behavior. Intelligence exhibits itself largely as craft or cunning in gaining ends set by the passions. Man is no less the brute in essence because in the jungle of society he often succeeds by cunning rather than by force. He may have more cunning than the fox, but without armor he also has less strength than the lion.

For the most part, however, the modern dissent from the ancient and mediaeval view of man takes the form of denying that reason and sense are distinct faculties. In its most characteristic expression, this denial is accompanied by a denial of abstract ideas, as in Hobbes, Berkeley, and Hume. Hobbes describes reasoning as a train or sequence of images, the kind of images left in the memory by sensation. The power of sense—including, of course, memory and imagination—explains all the activities of the human mind. Since other animals have senses, and probably also, in consequence, memory and imagination, it would seem to follow that human and animal intelligence are essentially alike, differing, perhaps, only in degree.

Though Hobbes finds in man no faculty which cannot be attributed to animals, he does not explicitly draw the implied conclusion. Hume does. "Animals as well as men," he writes, "learn many things from experience and infer that the same events will always follow from the same causes." Such inferences, in animals or men, are not "founded on any process of argument or reasoning." They are the result of the operation of custom and instinct. . . .

But if custom and instinct underlie the appearance of reasoning in both men and animals, it may be asked, says Hume, "how it happens that men so much surpass animals in reasoning, and one man so much surpasses another?" His answer seems to be entirely in terms of degree of the same factors. The same sort of difference which obtains between a superior and an inferior intelligence in men obtains between men and other animals. All the evidence which Darwin assembles on characteristics of human mentality is adduced in proof of the same point. But to those who think that man alone has an intellect or a rational faculty, over and above all his sensitive powers, such evidence remains inconclusive. As in the case of the dog, whose behavior Aquinas and Montaigne interpret differently, the same observed facts seem to be capable of quite opposite explanations by those who hold opposite theories of human and animal intelligence.



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GREAT IDEAS CONTINUED

Idea 51: Subdivision 6b

MEN AND WOMEN: THEIR EQUALITY OR INEQUALITY

Every Great Idea is broken down into topical subdivisions. For example, Idea 51, Topic 6b is "The differences between men and women: their equality or inequality." Using the index under this subdivision, LIFE has extracted some opinions in a centuries-old argument.



PLATO



ARISTOTLE



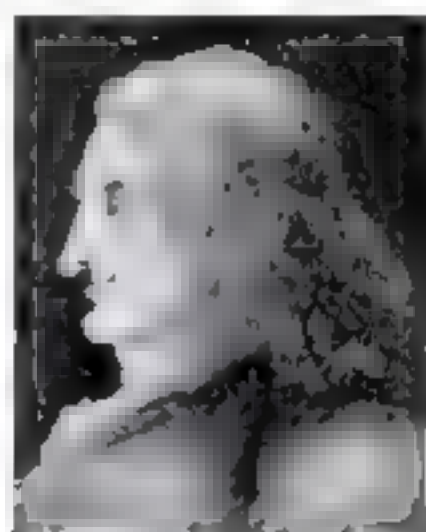
HOBBS



CERVANTES



RABELAIS



FIELDING

PLATO in his *Republic*

Are dogs divided into hees and shes, or do they both share equally in hunting and in keeping watch and in the other duties of dogs? or do we entrust to the males the entire and exclusive care of the flocks, while we leave the females at home, under the idea that the bearing and suckling their puppies is labour enough for them?

ARISTOTLE in his *Politics*

It is absurd to argue from the analogy of the animals, that men and women should follow the same pursuits, for animals do not have to manage a household.

HOBBS in his *Leviathan*

And whereas some have attributed the Dominion to the Man only, as being of the more excellent Sex; they misreckon in it; for there is not always that difference of strength or prudence between the man and woman, as that the right can be determined without War. In Commonwealths, this controversy is decided by the Civil Law; and for the most part, (but not always) the sentence is in favor of the father; because for the most part commonwealths have been erected by the fathers, not by the mothers of families.

ROUSSEAU in his *Discourse on Political Economy*

In the family, it is clear, for several reasons which lie in its very nature, that the father ought to command. In the first place, the authority ought not to be equally divided between father and mother; the government may be single, and in every division of opinion there must be one preponderant voice to decide. Secondly, however lightly we may regard the disadvantages peculiar to women, yet, as they necessarily occasion intervals of inaction, this is a sufficient reason for excluding them from this supreme authority; for when the balance is perfectly even, a straw is enough to turn the scale.



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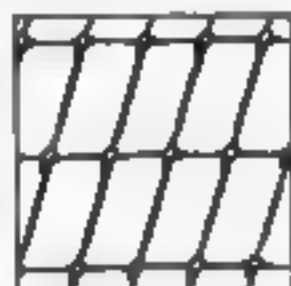
Why don't you look at your bedspring tonight?

If your mattress doesn't seem to have enough comfort . . .

—it may be your bedspring's fault!

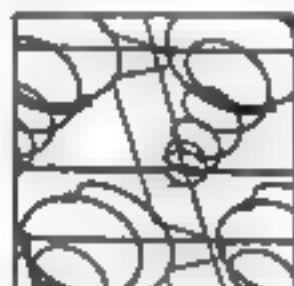
Surveys show that *over half* the bed-springs in use are either sagging "link"

OLD TYPE—A "link" bed-spring doesn't provide proper support for a modern inner-spring mattress . . . lets it sag under your weight.

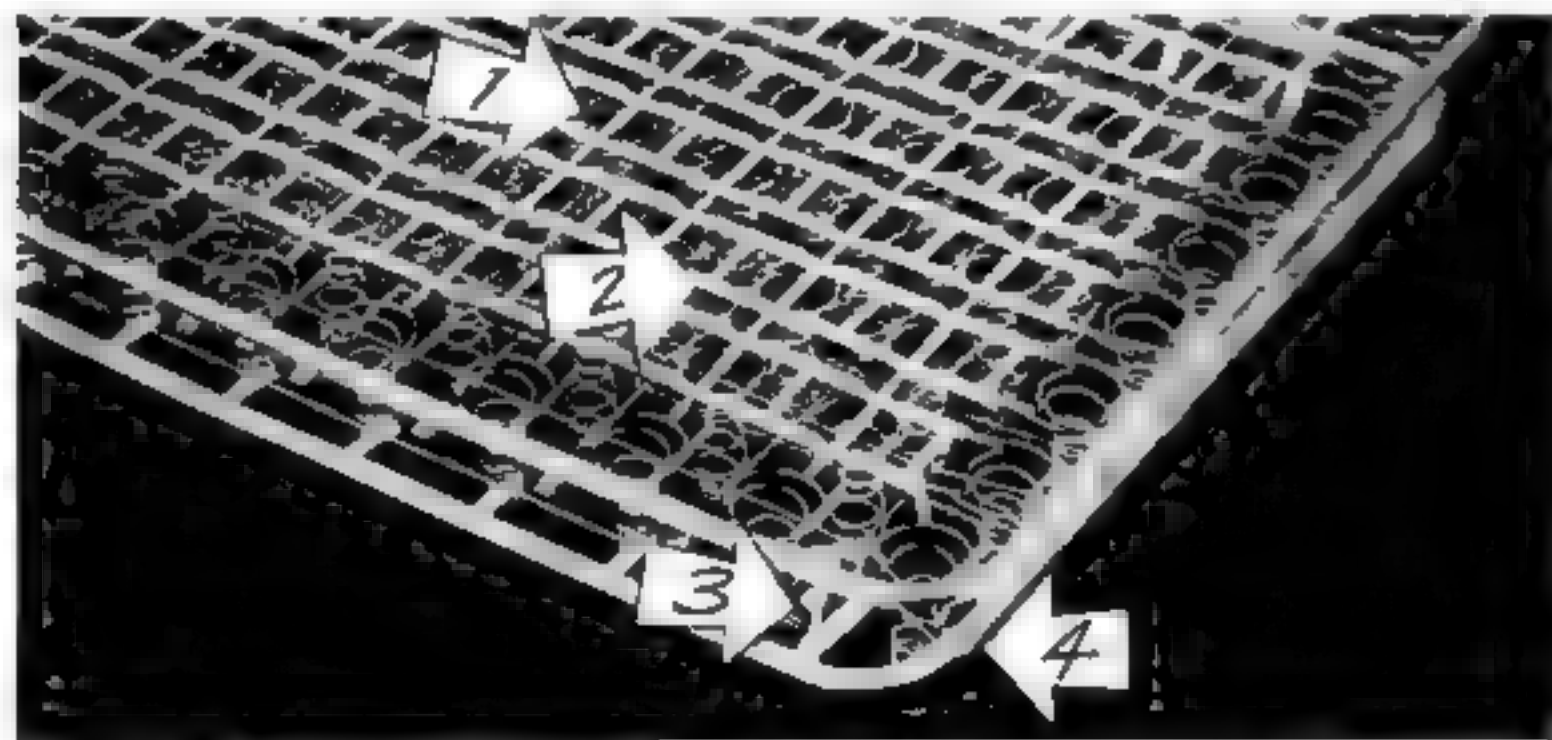


springs or obsolete "open-coil" springs. (See what's wrong with both, below.)

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OLD TYPE—An "open-coil" bedspring is *bad* for inner-spring mattresses. It has no platform over coils. Your mattress can sag into them!



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4. ACE has rounded corners to avoid tearing of bed clothes. See your dealer. Get an ACE!

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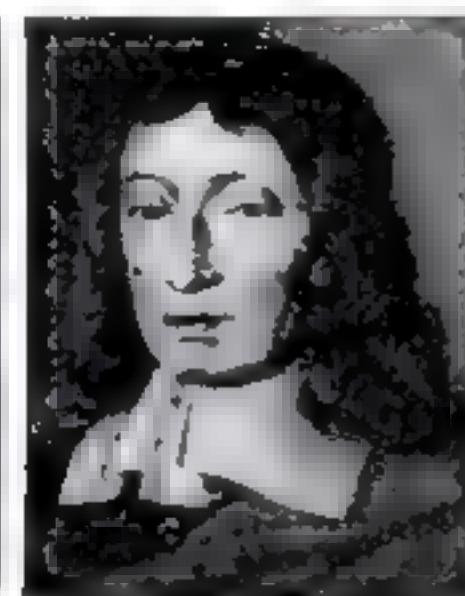
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Other Simmons Quality Products: the Famous Beautyrest Mattress, the Electronic Blanket, Deepsleep Mattress, Hide-A-Bed Sofa, Babybeauty Crib Mattress
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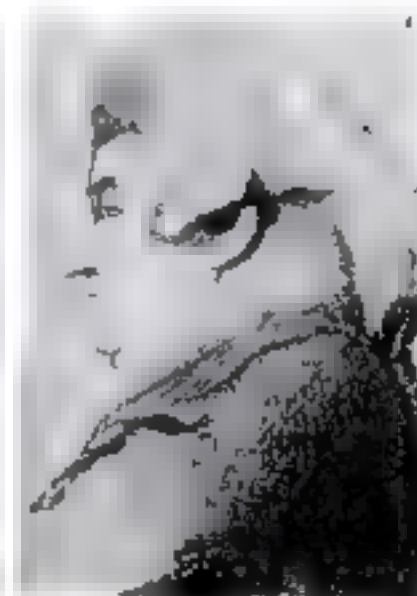
GREAT IDEAS CONTINUED



TACITUS



MILTON



BOSWELL

CERVANTES

in his *Don Quixote*

She must be treated as relics are; adored, not touched. She must be protected and prized as one protects and prizes a fair garden full of roses and flowers, the owner of which allows no one to trespass or pluck a blossom; enough for others that from afar and through the iron grating they may enjoy its fragrance and its beauty.

RABELAIS

in his *Gargantua and Pantagruel*

When I say womankind, I speak of a sex so frail, so variable, so changeable, so fickle, inconstant, and imperfect, that, in my opinion, Nature, under favour nevertheless, of the prime honour and reverence which is due unto her, did in a manner mistake the road which she had traced formerly, and stray exceedingly from that excellence of providential judgment, by the which she had created and formed all other things, when she built, framed and made up the woman.

FIELDING

in his *Tom Jones*

Women are more generally capable of that violent and apparently disinterested passion of love, which seeks only the good of its object, than men.

TACITUS

in his *Annals*

Not only is the sex feeble and unequal to hardship, but, when it has liberty it is spiteful, intriguing, and greedy of power.

J. S. MILL

in his *Representative Government*

In the preceding argument for universal, but graduated suffrage, I have taken no account of difference of sex. I consider it to be as entirely irrelevant to political rights as difference in height or in the colour of the hair. All human beings have the same interest in good government; the welfare of all is alike affected by it, and they have equal need of a voice in it to secure their share of its benefits. . . . It is considered suitable and proper that women should think, and write, and be teachers. As soon as these things are admitted, the political disqualification has no principle to rest on.

MILTON

in his *Samson Agonistes*

Therefore God's universal Law
 Gave to the man despotic power
 Over his female in due awe,
 Nor from that right to part an hour,
 Smile she or lowre;
 So shall he least confusion draw
 On his whole life, not sway'd
 By female usurpation, nor dismay'd.

CONTINUED ON PAGE 102

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Shaves for 3 Men
out of every 4*

BEARDS EASIER TO CUT—Sold 79%
LESS RAZOR RUL—Sold 75%
CLOSER SHAVES—Sold 69%
SMOOTHER FEELING SKIN—
Sold 82%

**And this way really works—
no matter how you shaved before!**

THE PROOF: 1297 men tested the new, different
Palmolive Brushless Shave Cream Way, and—no
matter how they shaved before—3 out of 4 re-
ported more comfortable, actually smoother
shaves! Here's all you do:

1. Wash face with soap and water. Rinse!
2. Soap face again. Do not rinse!
3. Apply Palmolive Brushless Shave Cream
immediately, smoothing it upward into
beard. This way, you get the full
benefit of Palmolive Brushless Shave
Cream's beard-conditioning effect!
Then, shave!



Get a Giant Tube
or Big 9-oz. Jar Today!

GREAT IDEAS CONTINUED

BOSWELL

in his *Life of Samuel Johnson*

There are ten genteel women for one genteel man, because they are more restrained. A man without some degree of restraint is insufferable; but we are all less restrained than women. Were a woman sitting in company to put out her legs before her as most men do, we should be tempted to kick them in.

MONTAIGNE

in his *Essays*

Beauty is the true prerogative of women, and so peculiarly their own, that ours, though naturally requiring another sort of feature, is never in its lustre but when youthful and beardless, a sort of confused image of theirs.

Reason, prudence, and the offices of friendship are better found amongst men, and therefore it is that they govern the affairs of the world.

WILLIAM JAMES

in his *Principles of Psychology*

We observe an identical difference between men as a whole and women as a whole. A young woman of twenty reacts with intuitive promptitude and security in all the usual circumstances in which she may be placed. Her likes and dislikes are formed; her opinions, to a great extent, the same that they will be through life. Her character is, in fact, finished in its essentials. How inferior to her is a boy of twenty in all these respects! His character is still gelatinous, uncertain what shape to assume, "trying it on" in every direction. Feeling his power, yet ignorant of the manner in which he shall express it, he is, when compared with his sister, a being of no definite contour. But this absence of prompt tendency in his brain to set into particular modes is the very condition which insures that it shall ultimately become so much more efficient than the woman's.

DARWIN

in his *Descent of Man*

No one disputes that the bull differs in disposition from the cow, the wild boar from the sow, the stallion from the mare, and, as is well known to the keepers of menageries, the males of the larger apes from the females. Woman seems to differ from man in mental disposition, chiefly in her greater tenderness and less selfishness. Woman, owing to her maternal instincts, displays these qualities towards her infants in an eminent degree; therefore it is likely that she would often extend them towards her fellow-creatures. Man is the rival of other men; he delights in competition, and this leads to ambition which passes too easily into selfishness. These latter qualities seem to be his natural and unfortunate birthright. It is generally admitted that with woman the powers of intuition, of rapid perception, and perhaps of imitation, are more strongly marked than in man.

FREUD

in his *New Introductory Lectures on Psychoanalysis*

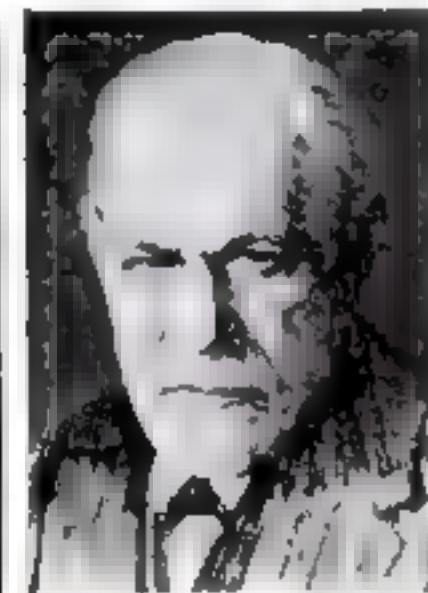
What constitutes masculinity or femininity is an unknown element which is beyond the power of anatomy to grasp.



MONTAIGNE



DARWIN



FREUD

Anytime, anywhere
ACID INDIGESTION
hits you
Look for this box on
ANY DRUGSTORE
COUNTER!

Try one or two
Tums after
breakfast. See
if you don't
feel better.

Still 10¢
Handy Roll
Full-roll package, 25¢

Night and day, at home or away, always carry TUMS!

HERE'S COMFORT CONTOUR, the greatest improvement in smart collar styling in years! Van Heusen experts discovered that a lower collar slope does three amazing things:

- gives you a more youthful appearance
- keeps the collar lying flat and neat all day long
- best of all, feels wonderful

So here's the result—COMFORT CONTOUR collar styling, now featured on all Van Heusen shirts, in whites and new, exclusive patterns—along with Van Heusen's many other quality features: Sanforized, laboratory tested fabrics (a new shirt free if your Van Heusen shrinks out of size!) . . . tug-proof pearl buttons . . . action-tailored shoulders, armholes . . . body tapered figure fit. \$3.50, \$3.95, \$4.95.



Phillips-Jones Corp., New York 1, N. Y. Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts

Introducing . . .

"comfort contour"

a new idea
in collar styling
on all

Van Heusen
shirts



CARLING'S



When you pack it's nice to know you don't leave all
friendliness behind.

The Red Cap is to remind you that Carling's—wherever
you go—is always.

Light—not lopy

Mellow—not musty

Better—not bitter

all the result of Carling's unique and exclusive
method of cross-blending in the vat.

Like beer? Like ale? Ask for Carling's wherever
you may be. Now at the same price as premium beers.

BREWING CORPORATION OF AMERICA
Cleveland, Ohio

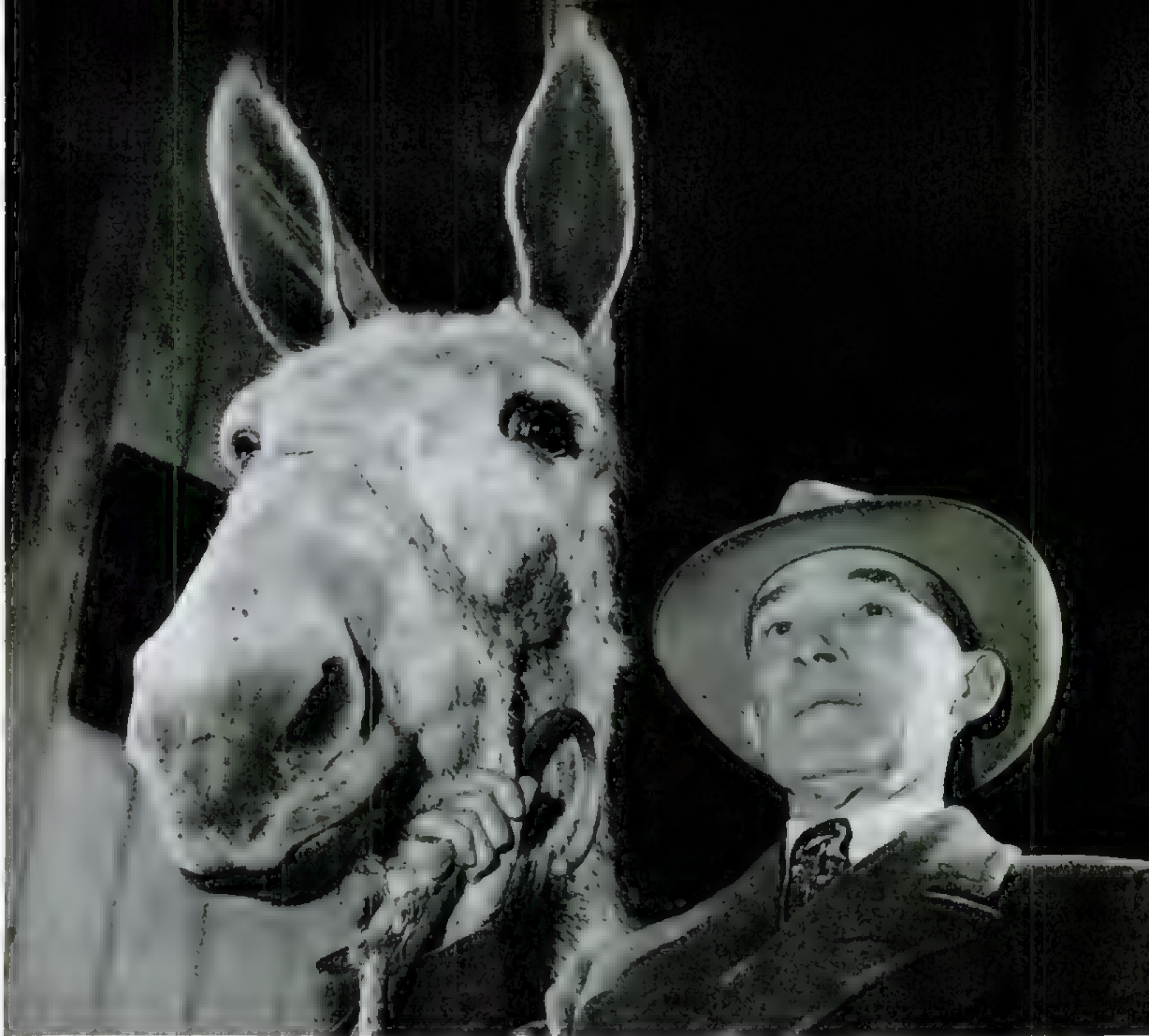
Happy Day! This is
Carling's new light-
weight, throw-away
bottle. Holds same full
12 ounces. No deposit.
No return. No extra cost.

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A COTTON MULE POSES PLACIDLY WITH FERD OWEN, WHO HAS BOUGHT AND SOLD AS MANY AS 100,000 HORSES AND MULES IN A YEAR

Missouri Mule Trader

Razor-sharp in a swap, and helped out by a big clan of relatives, Ferd Owen has made himself the acknowledged mule king of the U.S.

by ROGER BUTTERFIELD

I GUESS I know as many mules as any man in the world," said Ferd Owen, the Kansas City mule king. "I guess in the last 40 years I've traded half a million mules, and I've looked at every one of 'em myself. When I look at a mule, I don't hardly ever forget it. Whenever I go down to Arkansas or Texas or those places to buy me some mules, I can always pick out the ones that I sold before.

"One night out in Grand Island, Nebraska, I bought a bunch of mules at a sale, and we got to drinkin' afterward. A man wanted to bet me

\$100 I couldn't recognize every mule I bought that day. 'Run 'em round the corner, boys,' I said, and I went out and named off the price I paid for every single one o' them 300 mules in less than an hour's time. I was a little tight, too. But I won \$100 from that little ole man."

Last summer Owen staged one of the biggest international deals in mules ever recorded, when he flew to Mexico City and sold the Mexican government 20,000 mules for \$2,230,000, f.o.b. the Texas border. A group of mule dealers in other cities had been trying to get this business

by working through channels in Washington, and they were very much put out by Owen's direct action and his success. Some of them talked to their congressmen, and a bill was drafted for Congress to hold up Owen's order until his competitors could share in it.

"They tried to make out that those mules was a valuable national asset and I shouldn't be allowed to sell 'em out of the country without a license from the Department of Agriculture," Owen told me recently. "Why, we had more of those little ole mules than we knew what to do

Coughs

STOP QUICKLY WITH THESE
SOOTHING *Glycerine* TABLETS



Quick! Effective! Safe!
That's the 78-year record of Pine Bros. Glycerine Tablets in relieving coughs due to colds. They cover your dry, cough-torn throat with a moist, soothing film of glycerine, and relief comes fast. No strong drugs. Use them freely. WON'T UPSET YOUR STOMACH
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BESTFORM



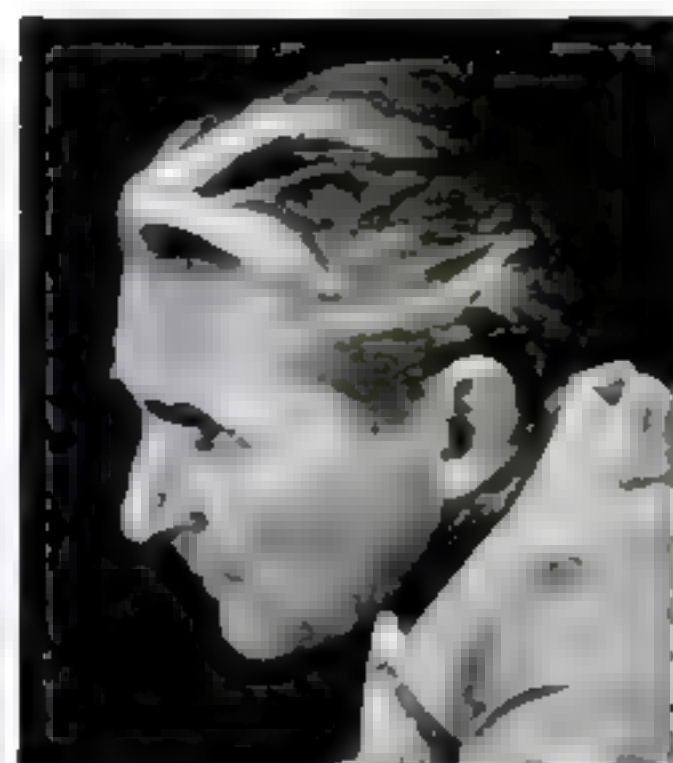
*no finer
fit at any
price*

LINE OF BEAUTY

This season's look is the smooth unbroken line. This season's best foundation for that sleek dressmaker silhouette is Bestform's wonderful all-in-one. 15" long, made of satin-faced batiste with firm elasticized panels, stitched lace bra top.

At good stores everywhere.
Style 7117, in nude, sizes 34 to 42 . . . 750

BESTFORM — GIRDLES — BRAS — ALL-IN-ONES



EXCITEMENT AND CONCENTRATION mark Owen's face at a sale. He decides value of an animal instantly, never forgets a mule he has seen once.

MULE TRADER CONTINUED

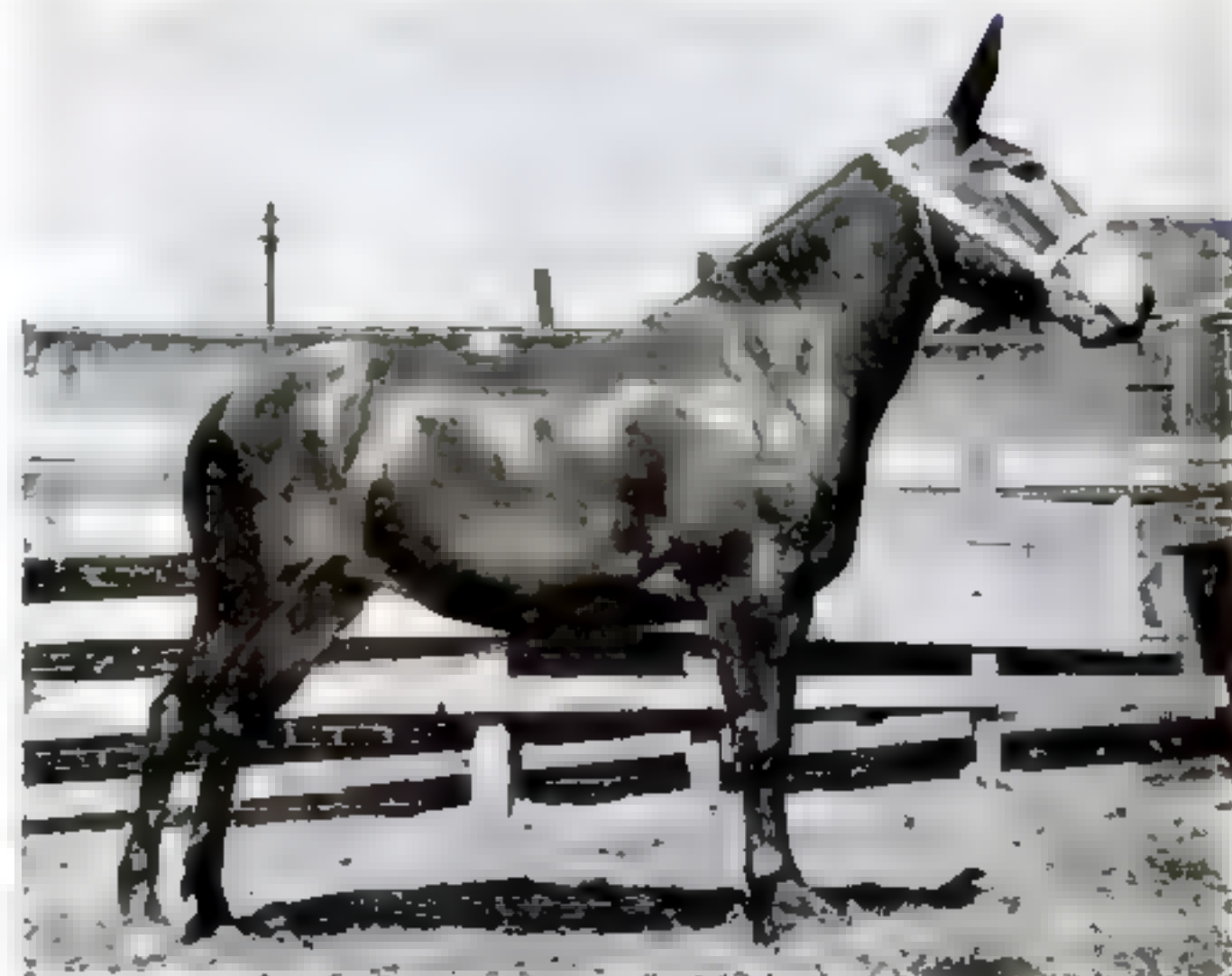
with, and all of them eatin' their heads off every day. They were eatin' us to death—that's what they were."

The anti-Ferd Owen mule bill failed to reach Congress, but it caused so much delay on the part of the Mexican purchasers that eventually Owen was forced to compromise and sell the Mexicans only 12,000 mules for \$1,153,110. He figures he lost more than \$250,000 on the deal because the mules he bought for immediate shipment stayed in his barns and ate at his expense for weeks.

"You take a mule that's just standin' 'round, and all he does is eat," Owen said. "He'll eat a peck of grain every day and drink a lot of water and eat a lot of hay. It costs me 50¢ to 60¢ a day just to feed one ole mule, and I had thousands of 'em there. It took those mules just about two weeks to eat up every cent of profit I could ever make on that Mexico deal.

"The first time I ever got cheated on a mule was when I was just a little ole boy of 12, down in the Ozark Mountains," he went on. "I worked for my daddy in his livery stable and drove stage to Mountain Home, Arkansas, and I traded horses and mules on the side. One day a man traded me a mule that was blind in one eye and

CONTINUED ON PAGE 106



BIG LOGGING MULE like this is used for heavy draft work. Owen sells mules ranging from 1,500-pound "loggers" to 600-pound "banana" mules.

*Unknown 3 years ago—
a leader today!*

ONE MILLION B·B PENS SOLD EVERY MONTH

A revolution in the pen business! A ball pen that is as handsome in styling and writes as well as any pen you ever had in your hand... for 98¢.

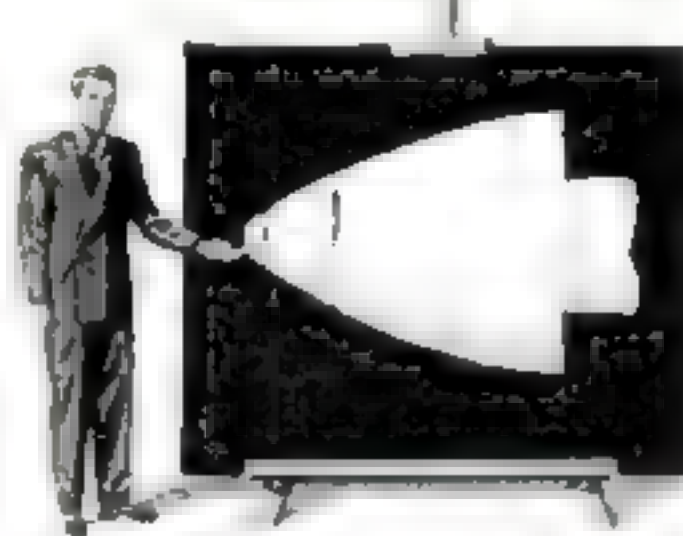


Why do 1 million people each month buy a B·B pen?

1 WAR-DEVELOPED PRECISION TOOLING has enabled B·B to lick problems which plagued early ball-point penmakers. They can mass produce these fine-looking, finer-writing pens—sell them to you at 98¢.

2 NO BETTER WRITING MECHANISM has ever been made at any price. Chrome steel ball floats in machined tip with less than 1-10,000 inch tolerance. Rolls freely, writes freely the instant pen touches paper.

3 WRITES A LINE 18 MILES LONG with never a skip, scratch, clog or blot. The B·B is a *working* pen, writes at any angle. Ink needs no blotting—rolls on dry because B·B pens contain "PERMA-DRI" ink.



Guarantee

Compare the B·B with any other pen, regardless of price. You too will say it's the finest-writing pen you've ever tried. Every B·B pen is given a mechanical, visual and writing check before leaving the factory. *Every pen is backed by an all-time service guarantee.* B·B Pen Company, Inc., 8245 Santa Monica Blvd., Hollywood 38, California.

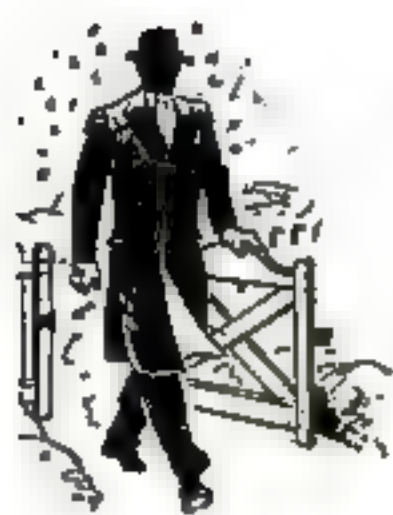
Three attractive models at 98¢—VP (for vest or purse), Executive or Retractable. Choice of assorted colors with chrome or gold finished caps and clips.

B·B "PERMA-DRI" Ink Refill Cartridges—sold everywhere, 49¢. Fit all B·B pen models. Ready to write. 10 seconds to install. Good for 6 months' average use. Developed exclusively for B·B pens.

4 BANKERS, SCHOOL CHILDREN, stenographers, housewives, clerks, accountants, carpenters, engineers, attorneys and doctors are buying B·B pens at the rate of 1 million every month for every writing use. Get yourself a B·B today!

B·B 98¢

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Come over on the
Sunny Brook
side!

Enjoy the whiskey that's
"Cheerful as its Name"

You'll warm right up to Old Sunny Brook—the enjoyable whiskey from Kentucky. Every cheerful drop is full of richness and flavor. Mixed or straight, the pleasure is all yours when the drinks are "on the Sunny Brook" side.



LOOK FOR THIS WATCHMAN
ON EVERY BOTTLE



KENTUCKY WHISKEY—A BLEND National Distillers Products Corp., N. Y.
93 Proof • 65% Grain Neutral Spirits



**LOOK
YOUR BEST!**

So you wouldn't step out for an evening in Crowns or Headlights! But in these overalls you look smart on the job! Crowns and Headlights are designed for good looks—tailored for fit, as well as roomy comfort. We build our overalls to stay trim and neat, even after plenty of wear and washings. And we make our own tough denim (the only overall maker that does). They're the only overalls certified by the United States Testing Co. Sanforized. A new pair free if they shrink.



UNION MADE
HEADLIGHT
WORK CLOTHES

CROWN AND HEADLIGHT
Overalls

Cincinnati, Ohio

San Francisco, California

TROUSERS • SHIRTS • ONE-PIECE SUITS • JACKETS • TREE CLIMBER TOGS



MULE AUCTIONS take place in Owen's huge barn. Owen, second from the left in auctioneer's box facing the other traders, bids first on each animal.

MULE TRADER CONTINUED

goin' blind in the other. I told my daddy I wanted him to help me get my money back, but he said he wouldn't do it. He said, 'If you get skinned, learn to sit on the blister.' "

When Ferd Owen was a boy his family was poor and numerous and lived a long way from a school. So he didn't learn to read or write. But he learned all about horses from watching his father trade them. By the time he was 15 he was in business for himself as a "road trader," or "gypsy," traveling around the Ozark country in a covered wagon with a string of mules and horses tied on behind. Today, at 57, he is credited with being the biggest—and just about the smartest—dealer in America and, very likely, in the world. As president of the Owen Brothers Horse and Mule Company, the Ferd Owen Horse and Mule Company and the Kansas City Horse and Mule (auction) Company, he bought and sold nearly 100,000 animals in 1946 for a turnover of \$7½ million.

Owen sells to Italy, France, Spain, Belgium and many other countries. He was the principal source of supply for UNRRA officials when they were restocking Poland, Yugoslavia and Greece with draft animals after the war. He shipped 40,000 horses and mules through UNRRA and established his own docks and yards at Savannah, Ga. for that purpose.

Inside the U.S. his shipments range from the logging camps of Maine to the cotton fields of Texas, Mississippi and the Carolinas. He sells "sugar mules" (tall, weighing 1,100 pounds or more) in Louisiana, "tobacco mules" (medium tall, 1,000 pounds) in Georgia and "banana mules" (small and wiry, 600 to 800 pounds) to the West Indies and Central America. Although most of his horses are heavy farm and work animals, he also supplies fancy mounts for the Philadelphia traffic police and the Cuban cavalry, and fox-hunting steeds to Virginia and Kentucky.

Ferd Owen—his full name is Ferdinand Lincoln Owen—is a lean, dark-featured man of medium height and dapper appearance who addresses everyone he meets as "Partner." He wears sharply creased, almost dudish, suits and a wide-brimmed tan stockman's hat which he rarely takes off. When he really wants to dress up he puts on a stickpin which consists of a horseshoe of diamonds surrounding a small enameled horse's head with red ruby eyes.

Owen's animal auction

EVERY Monday morning a little before 9 o'clock Owen strides through the cathedral-sized barn of the Kansas City auction company, sniffing happily its aroma of horses, mules and hay. The more pungent the atmosphere is, the more briskly he swings his cane, for a full barn means that he is going to do a lot of trading that day. Owen is not only the president and presiding officer of the auction, but its principal trader as well. He buys nine tenths of all the horses and mules brought into Kansas City. He starts the market, protects the market and, generally speaking, is the market. Owen sometimes buys as many as 1,500 animals in a single day, and his prices set the pattern for the rest of the country.

When the auction begins Owen takes a special seat in the auctioneer's box while the other buyers and sellers mill around below him in the ring. A look of boyish excitement breaks through his leathery features as the first horse or mule is released. If the animal runs against the wall or causes any commotion, Owen leans over the railing and yells with delight. By the time it has taken three or four

CONTINUED ON PAGE 111



The blue Caribbean is studded with beautiful, sun-warmed beaches similar to the one (shown above) at Montego Bay, Jamaica.

The calendar says January...

but **in the West Indies it's June**

and by Flying Clipper  you get there in only a few hours!



Paradise Beach, at Nassau in the Bahamas, is just what its name implies! ... Beautiful, restful ... Nassau is only 75 minutes by Flying Clipper from Miami ... Daily service ... Note that, except for a very few cases, U. S. Citizens need no passport for any island in the Bahamas or West Indies. Your Travel Agent or Pan American has all the details.

San Juan, Hub of the Caribbean, is now only 9 hours from New York ... Cuba only 80 minutes from Miami ... Jamaica only 3 hours and 15 minutes from Miami. As a matter of fact, the West Indies are less than a day from any point in the U. S. A.!

See your Travel Agent or the nearest Pan American office for rates and reservations not only to the West Indies, but also to Mexico, Central and South America, Europe, the Near East, India, Africa, Alaska, Hawaii, New Zealand, Australia, the Orient and around the world.



"One of the greatest bastions of the Western World" is the way Spain's massive fortifications at San Juan, Puerto Rico, were described in the days of the buccaneers ... You can walk beside them this winter in warm tropical sunshine.

WORLD'S MOST EXPERIENCED AIRLINE



PAN AMERICAN WORLD AIRWAYS

The System of the Flying Clippers





On Main Street— Highways and Byways



Musical Fun for Everyone

Go where you will. Look and listen as you go. Everywhere people are having fun to Wurlitzer Music.

That's the kind of music it is. Catchy tunes that start you singing. Lively tunes that stimulate fellowship and fun. Popular tunes, the music of the people, by the top entertainers, for your enjoyment.

Next time you go out for food or refreshment, go in where they have Wurlitzer Music. You'll find that good tunes and good times always go together. The Rudolph Wurlitzer Company, North Tonawanda, New York. ★★ ★ See Phonograph Section of Classified Telephone Directory for names of Wurlitzer Dealers.

The Sign of the Musical Note identifies places where you can have fun playing a Wurlitzer.



THE NAME THAT MEANS *Music* TO MILLIONS

The music of Wurlitzer pianos, accordions, commercial phonographs and electronic organs is heard "round the world." The Rudolph Wurlitzer Company is America's largest manufacturer of pianos all sold under one name, also the nation's largest, best known producer of juke boxes and accordions.



OWEN'S EXERCISE takes the form of rapping each animal sold at auction sharply over rump as it leaves the ring. Bidding usually lasts only 15 seconds.

MULE TRADER CONTINUED

steps, he already knows what it is worth. "Hey, fifty," he cries, and the elderly auctioneer begins to spin this out into a chant that is like an Indian dance in words.

Owen rarely has to look twice at a horse or mule—his brown-black eyes are as sure and fast as cameras for that purpose. One sharp glance is enough to tell him 1) the animal's exact height; 2) its almost exact weight; 3) its approximate age; 4) its general state of health and soundness; 5) its disposition, experience in life and best field of future usefulness; 6) any detracting scars, blemishes or injuries it may have, and 7) its probable selling price and his own probable profit if he buys it.

All of this usually takes about 10 seconds. Another 5 or 10 seconds are devoted to weighing and balancing these factors and deciding which one of his hundreds of customers is likely to buy the animal. Occasionally Owen asks to see a horse's teeth or tells the Negro ring boy to climb on and try it for riding. That takes another 20 or 30 seconds. At the end of a minute, if he hasn't bought the "critter" himself, he lets it go to somebody else.

Every time an animal is sold—to him or anyone else—Owen leans over and taps it on the rump with his hickory cane. This gives him some exercise and, as the sale wears on, he sheds his coat and engages in lively repartee with the buyers. "Hey, she toes in a little," he cries, and a buyer shouts back, "All she needs is her toenails trimmed!" If the sale is a long one, Owen eats several bags of peanuts and, instead of tapping a horse with his cane, throws a handful of shucks at its hindquarters.

"Pull the other fellow out"

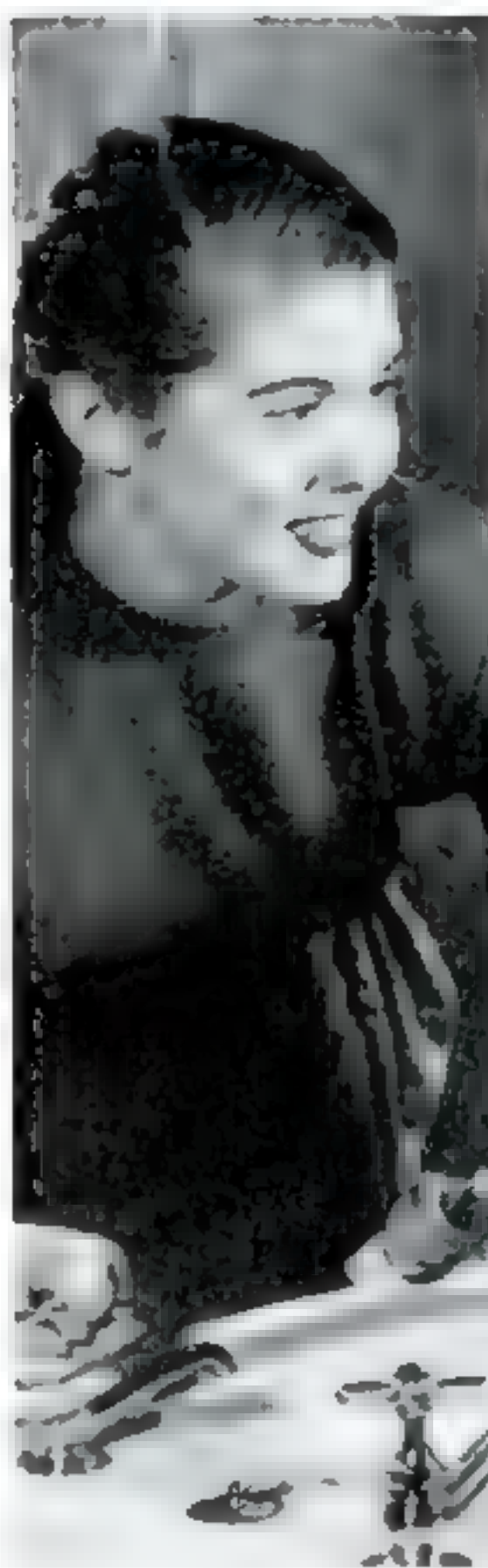
THE auction rarely lasts more than one day each week, and it is only one of Owen's sources of supply. He has commission agents scattered all the way from the Pacific Northwest to South Carolina looking for animals to buy, and he makes frequent buying trips himself through the whole Mississippi basin. When he is in Kansas City he can scarcely walk a dozen steps without being buttonholed by a farmer who has one horse to sell or a small trader who has a truckload. Owen always stops and listens solemnly to such proposals. If he catches a third party's eye he grins, winks and then puts on a solemn face again. His invariable rule in face-to-face encounters is: "Pull the other fellow out first." In other words, he always asks the seller to name a price. Then he names one himself, usually much lower. The final figure is generally closer to his bid than to the asking price.

Sometimes, after the other party is out of sight, Owen will suddenly grin and chuckle, "That little ole man sure thought he was going to dehorn me, but I never gave him a chance. I just robbed him of \$25, that's all! I don't mind robbing somebody if they come in to rob me."

Owen's office at 1735 Wyoming Ave. in the Kansas City stockyard district is a strictly utilitarian affair, with a rusty iron stove, two battered desks, a few patched and broken chairs and gobs of manure and hay on the hard cement floor. There is a tall iron safe in one corner where the records are kept by his wife and his secretary, Claude Spyres, who is an ordained Baptist minister. Owen himself could not read or write until after his marriage, and his activities along these lines are still confined largely to signing letters and

CONTINUED ON NEXT PAGE

BEWARE IF GUMS BLEED EVEN A TINY BIT



*A sly enemy of
beautiful,
healthy teeth!*

4 OUT OF 5 can get GINGIVITIS even younger people

To keep your teeth beautiful and healthy—you must have firm gums. You can't start too early to help guard against trouble. So don't use a product to merely *clean* your teeth. Instead, see your dentist and start *at once*—use 'double-purpose' Forhan's—made *especially* for gum massage and cleaning teeth, too.

This simple Forhan way is *famous* to curb bleeding gums, to help gums be firmer, with a lovely rosy pinkness. You'll be delighted the way Forhan's cleans teeth to a radiant natural brightness. Just notice the difference in the way your gums and teeth *feel* and *look*.

No other dentifrice contains the Forhan formula. No other paste, powder or liquid has it! Yet Forhan's costs no more. Let your *whole family* enjoy its EXTRA 'double-purpose' benefits.

Bleeding Gums Can Mean Gingivitis

Never neglect bleeding gums. This is often the first sign of Gingivitis—a common gum inflammation, which neglected, often leads to horrible Pyorrhea. Only your dentist can help Pyorrhea. See him. Then at home start *at once* and use 'double-purpose' Forhan's.

Use 'double-purpose'
Forhan's

FOR CLEANER TEETH AND GUM MASSAGE



Got the **COLD** miseries?

See how Minit-Rub can help you!



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That *quickly* helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

3. In a minute, Minit-Rub's *active* menthol vapors begin to ease that nasal stuffiness feeling.



MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get Minit-Rub—today, in the jar or the new handy tube.



The Modern Chest Rub



WOLLENSAK
MEANS
FINE
LENSES



Improve your photography with Wollensak Lenses and Shutters... Found on America's finest still and movie cameras, enlargers, and projectors.

Wollensak

Raptar Lenses—Rapax Shutters

OPTICAL CO., ROCHESTER 5, N. Y.

ALSO MAKERS OF BINOCULARS, TELESCOPES AND OTHER FINE OPTICAL INSTRUMENTS

MULE TRADER CONTINUED

checks. For a long time he carried his whole business in his head, and this doubtless helped to build up his remarkable memory.

His normal procedure in his office is to prop himself back in a spavined swivel chair with both his feet on the desk and his right hand close to a telephone. A great deal of his business is carried on by long-distance talks with members of his family who operate horse and mule companies in other key cities. His brother Hazleton ("Has") Owen, for instance, is the leading dealer in Texarkana, Texas; another brother, Marvin Owen, occupies the same status in Meridian, Miss., and a third brother, Artemus Ward ("Art") Owen, has a trading center at Joplin, Mo. A nephew, "Oddie" Owen, holds the fort at Memphis, Tenn., and another nephew, Wayne Owen, does a large business in Nashville—these being among the top markets of the U.S.

Up to 1940 there were seven of Ferd's brothers in the business, but four of them—Luranus, Althamus, Oren and Wendell—have since died. The whole Owen tribe, with its cousins, in-laws and younger members, operates as a kind of Standard Oil Company of the horse and mule business. (All the Owens put together handle one half of the public horse and mule sales in the country, but their partnerships with each other fluctuate with every deal.) When an Owen travels to another city he stays at the home of another Owen and does his business from the other Owen's office. Sometimes they take their vacations together—one summer they all drove to Colorado and the Rocky Mountains in 25 automobiles. Ferd is the elder statesman and chief executive for the whole family. He was "always the ramrod of the outfit and the hub of the wheel, so to speak," says his nephew Wayne.

Ferd Owen was born on a remote farm in Ozark County, Mo., the fifth of nine sons of Mr. and Mrs. Frank Owen. When he was 12 the family migrated to West Plains, Mo. where Ferd worked in his father's livery stable and drove stage. To earn extra money he bought meal sacks for 1½¢ apiece and peddled them for 3¢, and he carried loads of wood up to second-floor lawyers' offices for a dime. One time a traveling salesman who was staying with his family gave him a nickel.

"That was the only time in my life anybody ever gave me a nickel," he says. "I never forgot it."

Saturday-night swapping

AT 14 Ferd went to work in another livery stable so that he could earn \$10 a month to give to his family. By that time he was already spending all his spare time swapping horses and mules. He would catch some wild young colt that a farmer didn't want to bother with, break it to halter and bit, spend many hours dressing it up and sell it to a traveling dealer for a dollar or two. He and other young blades would swap horses all Saturday night, and Ferd would sometimes wind up with \$5 or \$10 and the same horse he started with.

He got his first big financial break one Saturday afternoon when a trader, who was thinking more about a weekend spree than about business, came into the livery stable with a pair of mules worth at least \$600.

"I had a pretty little mare there, but she wasn't worth more than \$75 or \$100," Owen recalls. "I showed her to this broken-down old trader and I asked him what he'd swap for. He said, 'You've got to give me some money,' and I said, 'I expect to give you \$35 or \$40.' He said, 'You've got to give me more than that,' and I said, 'How much?' He said, 'Eighty dollars,' and I said, 'By golly, I'm goin' to trade!'

"When my boss saw them fat mules he offered me \$350 right away for 'em. I told him, 'Do you think I'm crazy?' I finally got \$450 for 'em, and that was my capital to start in business with."

Owen operated at first out of Marianna, Ark. He ranged as far north as Iowa and down to Oklahoma with his trading wagon, dickering with farmers alongside the road and horsemen in the towns. The other traders called him "Little Man" and sometimes "Indian," because of his dark skin and eyes.

When he was 18 he married Bertie Keen of Springfield, Mo., who was 17 and just as enterprising as he was. She taught him to read and write and started a set of books for his business, which she still keeps. When Ferd bought a whole carload of "brons" (unbroken horses which have never been in a barn), Bertie helped him break them for single harness.

"We'd hook one of those little ole brons to a buggy with me in it," she recalls. "The brone would take off, and if daddy could catch him, he would. If he couldn't, I'd just run him 'round and round until he got tired. When he was broke we'd sell the rig along with him and double our money."

With Bertie as his partner, Ferd did business for a while in

CONTINUED ON PAGE 114



How many people make a good night's sleep?



1.
Your host, the friendly Pullman *Conductor*, supervises the other members of the Pullman crew and his greatest concern is a good night's sleep for you. (That's 1.)



2.
Then there's the attentive Pullman *Porter* who's proud of his art in serving you. He prepares your bed, makes sure you have everything you need, and sees that you're "up" at the time you want to be awakened. (That's 2.)



3.
Before you get on the train, a Pullman *Car Cleaner* goes over your accommodations "with a fine-tooth comb." She

dusts and cleans everything in (and out of) sight — so that you can sleep in pure comfort. (That's 3.)



4.
When you slip between the crisp, clean sheets of that big soft bed, you can thank the Pullman *Laundress* for those spotless pillow cases and fresh blankets, too. (That's 4.)



5.
The Pullman *Repairman* also sees to it that you sleep well. He makes sure that all the mechanical parts of your car are working perfectly. (That's 5.)



6.
Finally there's the alert Pullman *Inspector* who checks every detail before he okays your car. He's the one who's responsible for that wonderful feeling of security you have when you're drifting off to dreamland. (That's 6.)



These are the six people directly responsible for the good night's sleep you get when you "go Pullman." Behind them are office workers, superintendents, electricians, car suppliers, and executives. In all, nearly 80,000 Pullman employees

help make sure that some 60,000 Pullman passengers sleep well each night. And here's a fact that helps you sleep. When you "go Pullman" you know you'll arrive, on dependable railroad schedules, right in town, convenient to everything!

Go Pullman

THE SAFEST, MOST COMFORTABLE
WAY TO GET THERE!

Smallwaist



flexees

"Smallwaist," Flexees' name for these heavenly, new waist-diminishers . . . so pleasant to wear. You can bend. You can breathe. You can wear yours all day with ease . . . your hips prettily curved, your waist incredibly tiny . . . precisely the figure fashion decrees!

FLEXEES

"WORLD'S LOVELIEST FOUNDATIONS"

†T.M. APP. FOR

*REG. T. M.

MULE TRADER CONTINUED

Springfield and then in Joplin before moving to Kansas City in 1922. At that time the larger part of his business was in working horses and he could get from \$300 to \$400 for a good matched pair. But as tractors began to take over throughout the Middle West, the bottom fell out of the horse market, and many of Owen's larger competitors simply quit and left the field to him. Today most of his business, in terms of dollars, is in mules. He will pay as high as \$250 or \$275 at auction for a tall, tough "Carolina cotton mule," but no more than \$40 or \$50 for a good fat horse in prime working condition.

As Owen made money he began to invest it in good farm and stock-raising land, and today he has about 7,000 acres in Missouri and Kansas, most of which is worth from \$100 to \$200 an acre. Last year he surprised the rest of Kansas City by buying the famous Pickering cattle farm, a 2,038-acre showplace in Cass County, which was once known as the "Capital of Hereforddom" and cost more than one million dollars to create in the 1920s. Owen bought it for \$190,000 as an investment.

The Owens do not live on the cattle farm but occupy a big, white-pillared, Southern-style mansion in Clay County. It is a spacious and hospitable place that has been called the handsomest house in the county. There the Owens entertain at back-lawn picnics and old-fashioned, Southern-fried chicken dinners with hot biscuits and honey. They are little interested in "society," and their guests, besides visiting horse and mule dealers and cavalry officers, are mostly large numbers of Owens from other parts of the country. The Owens' daughter, her husband and their three children all live with the elder Owens in the big house.

In spite of the considerable income that allows this comfortable, easygoing life, Ferd Owen can never resist the temptation to make just one more "trade." When his wife Bertie isn't home he sometimes sneaks out and sells her saddle horses right out of the stable.

"She had two nice little buckskins there a while back," he told me, with a knowing wink. "They would walk around that grass, barefoot, just as pretty as music. She went away one day and I sold 'em both. I got \$450, which was twice what we paid for 'em."

A few years ago, when his wife was supervising the wheat harvest on a large farm they owned near Fort Scott, Kan., Owen sold all the mules she was using to a lumber company. The mules were taken out of harness and the harvesting machines left standing in the fields until she could borrow some animals from the neighbors. The Owens were feeding cattle on this same farm, and Mrs. Owen often rode out on horseback to see how the cattle were doing. One morning she went to the stable and found that her horse was gone—Ferd had sold it to a French cavalry officer with whom he was dealing.

"I knew she needed that horse, but I just couldn't help selling it," Owen says. "I'm just a natural-born trader man—never knew nothing else—never did nothing else—never had nothing else on my mind."



AT HOME in their white-pillared mansion the Owens spend evenings quietly. Twelve-room house is located in the bluegrass region of Clay County, Mo.

HOLLYWOOD

...where million-dollar smiles often call for costly dentures, was testing ground for Coleo. 8 of 10 actors and actresses who tried Coleo preferred it to any denture cleanser they ever used!



FALSE TEETH WEARERS!

New **COLEO** cleans false teeth really clean!

Exclusive ingredient "Azeon" away film and surface stain in minutes! No brushing! False teeth gleam! The taste is fresh, delightful! No danger of offensive breath from dentures. Does not fade dentures. Try Colgate-Palmolive-Peet's new Coleo for cleaner plates and dentures.

New "Fizz" Type
Cleanser for
False Teeth



UNSURPASSED MILLERS FORGE

Nail Scissors



\$2.00
AT YOUR
DEALER

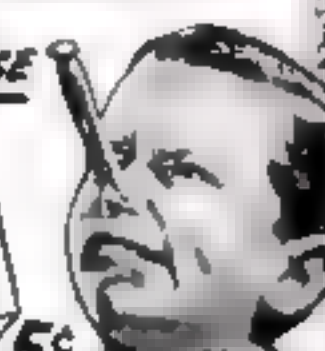
MILLERS FORGE MFG. CORP., NEW YORK 16, N. Y.

COLD SUFFERERS!

Remember

"More people rely on **LUDE'S** than any other **COUGH DROPS**"

Medicated for **CLOTHESPIN NOSE**





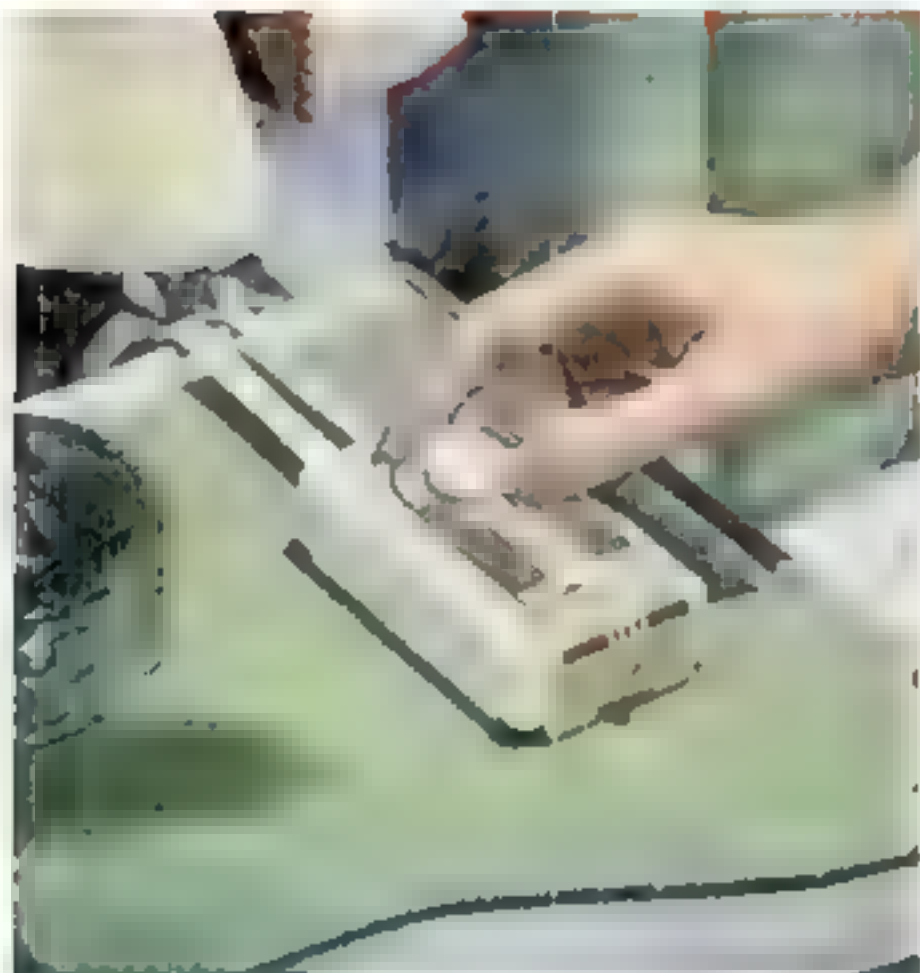
1. A boon for couples who like different degrees of sleeping warmth—General Electric's exclusive Two-Control Blanket! Two controls—one for each half of blanket—function independently. Husband chooses his favorite sleeping temperature. Wife chooses hers. Both sleep cozily under one cloud-light cover!



2 "Wonderful"—the way it prewarms the bed all over! That's one of the most frequent compliments for the G-E Automatic Blanket. And it is wonderful! You slip between sunny-warm sheets that stay warm, all night long, no matter how the temperature changes outside! (New Twin-Bed size now available.)

Letters pour in, cheering for General Electric's AUTOMATIC SLEEPING COMFORT

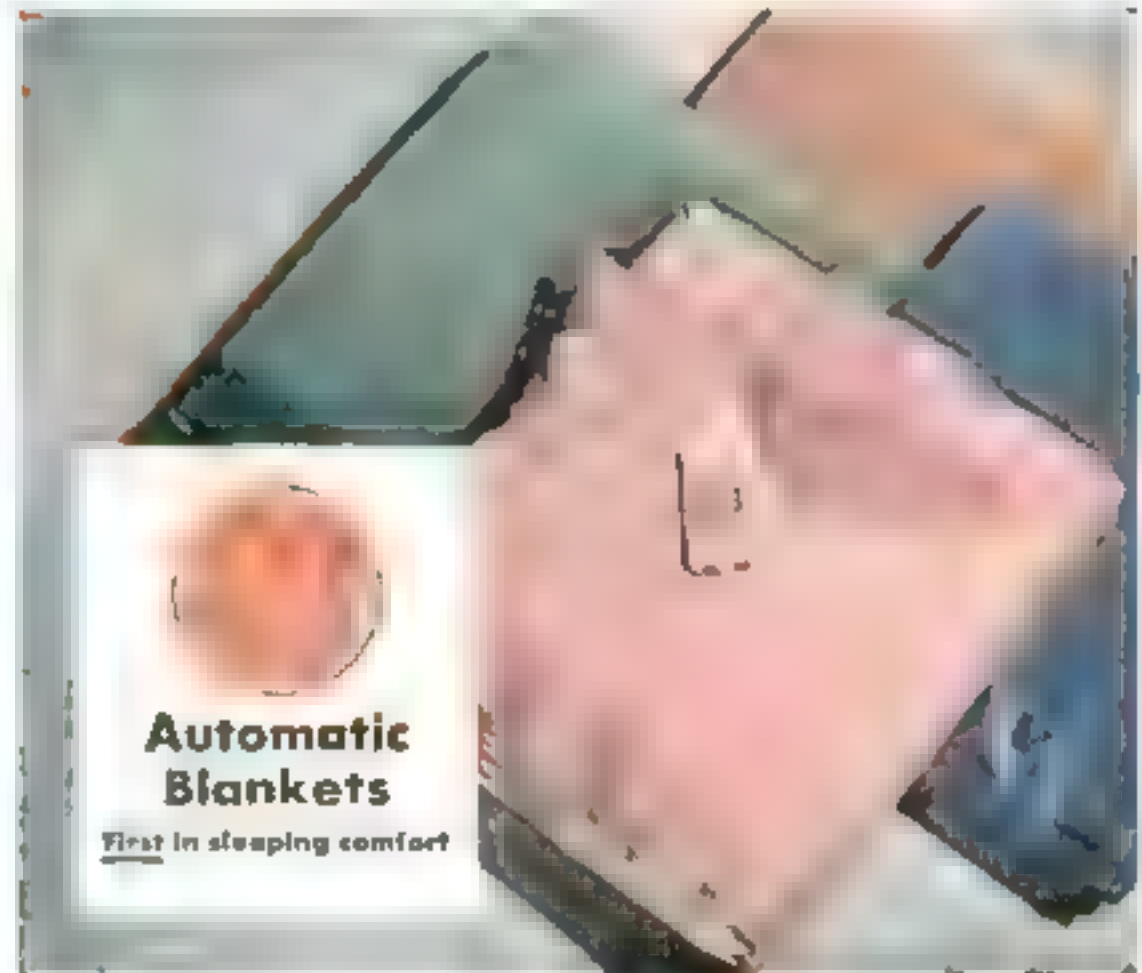
"Wouldn't trade our G-E Automatic Blanket for all the other blankets you'd give us." "Most marvelous night's sleep imaginable" . . . typical comments from more than half a million happy users!



3. Once a season, set Bedside Control. At bedtime, just turn it on. Control automatically keeps you at just-right warmth you've selected. When room temperature drops, Control sends more warmth into blanket—when room temperature rises, Control sends less warmth.



4. Savings delight housewives! A G-E Blanket (about 5 pounds) takes the place of 3 ordinary blankets (about 15 pounds). Saves storage space. Saves buying winter night clothes. Cuts laundry bills. (Launders beautifully—Certified Washable by American Institute of Laundering.)



5. All Sizes, in luscious shades of rose, cedar, green, blue. One-Control or Two-Control, 72 x 86 inches (for three-quarter or double bed). New Twin-Bed size, 66 x 86 inches. See these G-E beauties at department or furniture stores, electric service companies, your G-E retailer's, General Electric Company, Bridgeport 2, Connecticut.

Made to rigid General Electric safety standards—
and approved by Underwriters' Laboratories, Inc.

GENERAL  ELECTRIC



End of the Hunt

If you've been hunting for an elusive "something" in whiskey...something you haven't quite found yet...

Then try Hunter! For Hunter has earned its own loyal following by its subtle *difference* in flavor—a flavor that's well worth a trial.

Since no whiskey in the world can taste "best" to everybody, it is possible that Hunter may not become *your* favorite.

But try it! For thousands of men who have tried Hunter once, have liked it instantly—and today prefer it to all others.

HUNTER

SINCE 1860

First over the Bars

HUNTER-WILSON DISTILLING COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY. BLENDED WHISKEY, 92 PROOF. 60% GRAIN NEUTRAL SPIRITS.



FROM THE TOP OF A RUDE LOG STAIRCASE, MARY LOU GULLEY SURVEYS HER DESERT DOMAIN. THE EMPTY BIRD CAGE IS PART OF THE ARCHITECTURAL SCHEME

Life Visits a Mystery Castle

A young girl rules over the strange secrets of a fairy-tale dream house built on the Arizona desert

When she was a little girl Mary Lou Gulley used to sit enthralled on her father's lap, listening to stories of princesses and dragons. He promised that one day she would have a castle—just like those in the fairy tales. But when Mary Lou was 5 Mr. Gulley, discovering he had tuberculosis, set off for Arizona without telling anyone the reason. After a year of wandering he settled down in the desert, 10 miles outside Phoenix. There he began to build a fantastic architectural hodgepodge. For 16 years

he labored alone, lugging stone and water and mixing mortar. In his spare time he worked as a shoe salesman to make money for materials and made frequent trips to Mexico, collecting Aztec bric-a-brac and other curios to decorate his dream house (pp. 118-123). In 1945 he wrote Mary Lou, by then a grown woman of 22, from his deathbed, telling her about the castle which fulfilled his fairy-tale promise.

When Mary Lou and her mother arrived to claim

the estate they found a sprawling 18-room mansion whose stone walls and floors were full of secrets. When a loose stone was pulled from the wall a shower of nickels and dimes totaling \$74 poured out. Other niches revealed gold nuggets, precious stones, necklaces and \$20 bills. But the biggest secret was a trap door which Gulley stipulated was not to be opened until 1948. Dutifully Mary Lou waited. Then, on New Year's Day she lifted the door. To learn what was beneath it, see page 123.



PROTRUDING PLATFORM (above) faces east, enabling Mary Lou to watch the sun rise. The spearlike ornament rising from the roof is made from a pipe and disks from an old disk plow. The gingerbread patio (below) is used as a sundeck and has outdoor grills for broiling steaks.



MARY LOU'S COLLIE HAS A SPECIAL STONE TEPEE

MARY LOU'S NEW HOME HAS 13 FIREPLACES BUT NO PLUMBING

When Mary Lou's father built his dream house he employed some strange architectural ideas. Each of the castle's 18 rooms is at a different level, and some floor sections are cobbled in huge cactus designs. In the studio-bedroom floor are grooves in which the bed can be rolled from one side of the room to the other. Although the entire house is wired and piped there is no electric light or running water, the nearest source of power and water being a mile away. Consequently Mary Lou has to haul water in three five-gallon milk cans from a neighbor's ranch. But what this extraordinary castle lacks in ordinary conveniences it makes up for in fireplaces—there are 13—and oddly situated sundecks which stick out all over the walls (above, left). And when Mary Lou and her mother want a shower they can always go to a nearby gas station.



STONE FIREPLACE with snake design undulating from the hearth is one of Mary Lou's favorite spots. Her father used to light up all 13 fireplaces in the castle on Christmas Eve and sit alone in the main hall until the fires died out.



SOUTHWEST VIEW OF THE CASTLE (above) shows its towers and walls and oddly assorted architectural gimmicks jutting up out of the Arizona desert. Mr. Guley took care not to chew up the nearby landscape, carried water and sand from

a mile away to mix mortar. Below: Mary Lou's Uncle Frank Herberger sleeps in a 19th Century bedstead in the primitively equipped bedroom. He wears a sleeping cap to protect his bald head from the Arizona air which grows quite chill during the night.



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everywhere



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Directories

Lots of folks save valuable time by turning to the easy-to-find information in the Classified before they shop.

The familiar 'yellow pages' help to solve many daily household and business buying problems. Convenient listings point out the nearest local dealers for many branded products and services. You will save steps if you...



Mystery Castle CONTINUED

SECRET TRAP DOOR IS OPENED



EARLY NEW YEAR'S MORNING Mary Lou starts lifting the trap door which her father said must stay closed until 1948. Her mother and Uncle Frank look on. Mary Lou did not sleep a wink the night before and got up at 6 a.m.



MRS. GULLEY CRIES behind a pillar as she nervously watches her daughter unfold the mystery of the trap door, sealed with a big and rusted padlock from an old Mexico City jail. Lock had to be pried off the door with a chisel.



Relief from coughs, throat irritations, huskiness due to colds comes fast with Vicks Medicated Cough Drops. So effective because they're really medicated with throat-soothing ingredients of Vicks VapoRub. Try 'em!

NEW!

AN
AUTOMATIC
ELECTRIC
HOT
COMPRESS
by
CASCO



GIVES CONSTANT WET OR DRY HEAT

... Safe, convenient and comfortable. Ask your doctor about the use of this pack in cases of arthritis and other joint ailments. 100% waterproof. Underwriters' approved. \$9.95 retail, tax included.

Other Casco pads from \$4.95 to \$8.95 at leading stores everywhere.

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America's Favorite Taste Thrill

26,000,000 Americans now read LIFE every week.* This represents an increase of 15% over LIFE's previous weekly readership of 22,550,000.

*Source: Continuing Study of Magazine Audiences. Report #9



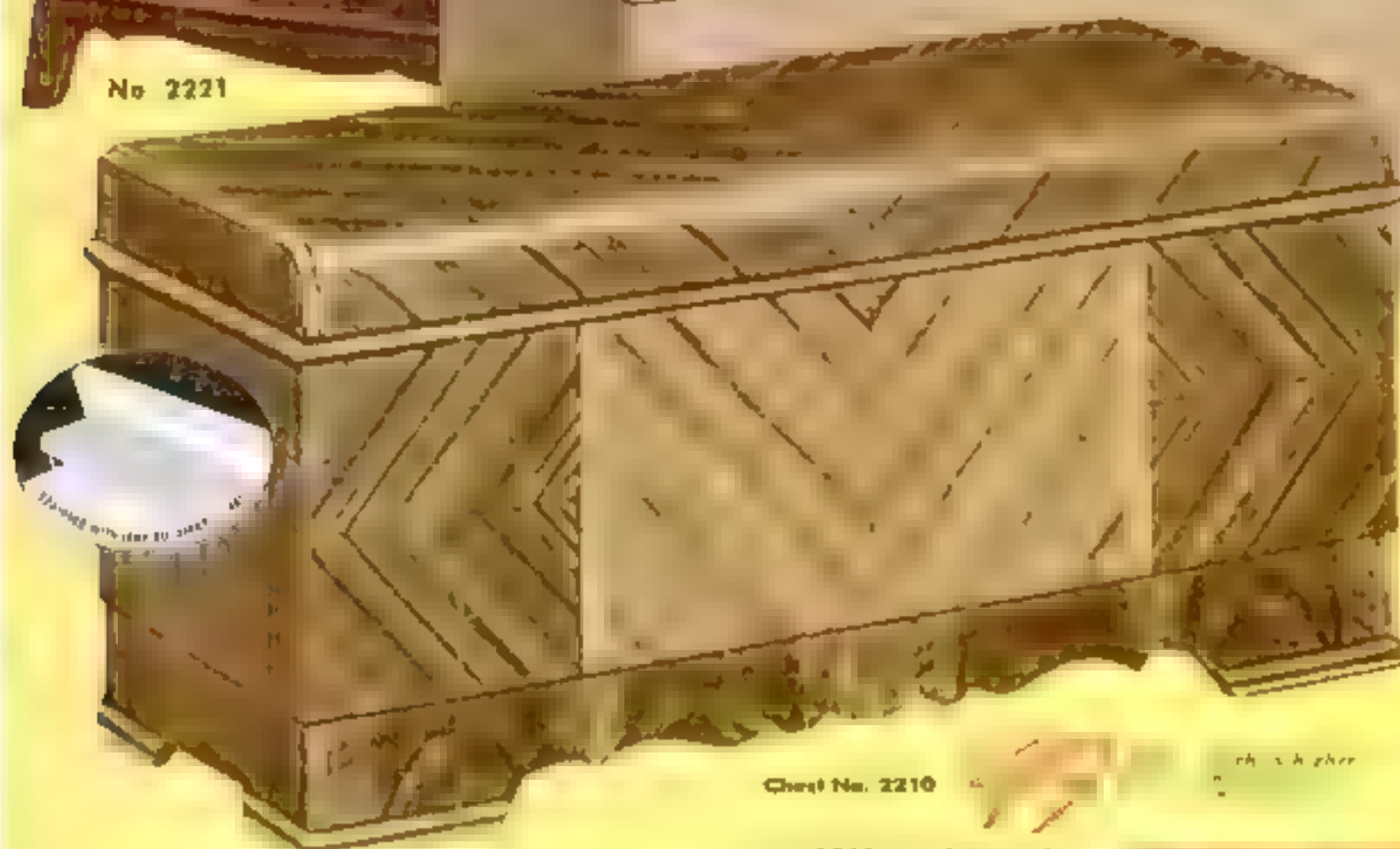
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CONTINUED ON PAGE 123

Girls yearn for
this romantic
Love-Gift



No. 2221



Chest No. 2210

No. 2221 at top: 18th Century design in Honduras Mahogany. A beautiful addition to any bedroom, living room, dining room or hallway. Hand-rubbed satin finish.

No. 2217 (in center): A modern design in matched Mahogany finished in a soft wheat color. Hand-rubbed, polished finish. Equipped with Lane's patented automatic tray.

No. 2210 at bottom: Front center panel of V matched New Guinea Wood bordered with re-splained Zebra Wood. Inside matched American Walnut. Top of V matched American Walnut. Has Lane's patented automatic tray. Hand-rubbed and polished finish.

THE GIFT THAT STARTS
THE HOME



Give her the
real Valentine

Love-Gift



No. 2217

Thrill your sweetheart with a Lane Hope Chest—the best way in the world to say "I love only you." Even more—it's a precious sanctuary for trousseau treasures—the real love-gift that starts the home!

The only Tested Airtight Chest in the world with Lane's exclusive patented features. Backed by fire-math insurance policy written by one of the world's largest insurance companies, The Lane Company, Inc., Dept. L, Altavista, Virginia. In Canada, Knechtels, Ltd., Hanover, Ontario.



LANE Cedar Hope Chest



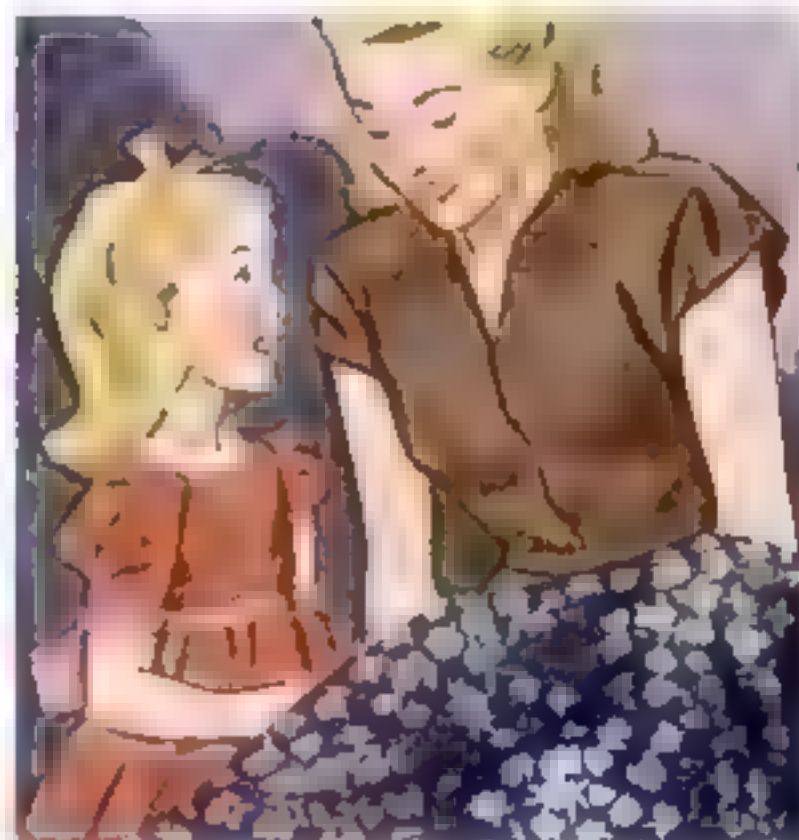
Are you nuts about bolts?

... exciting new fashion-by-the-yard from SKINNER for you

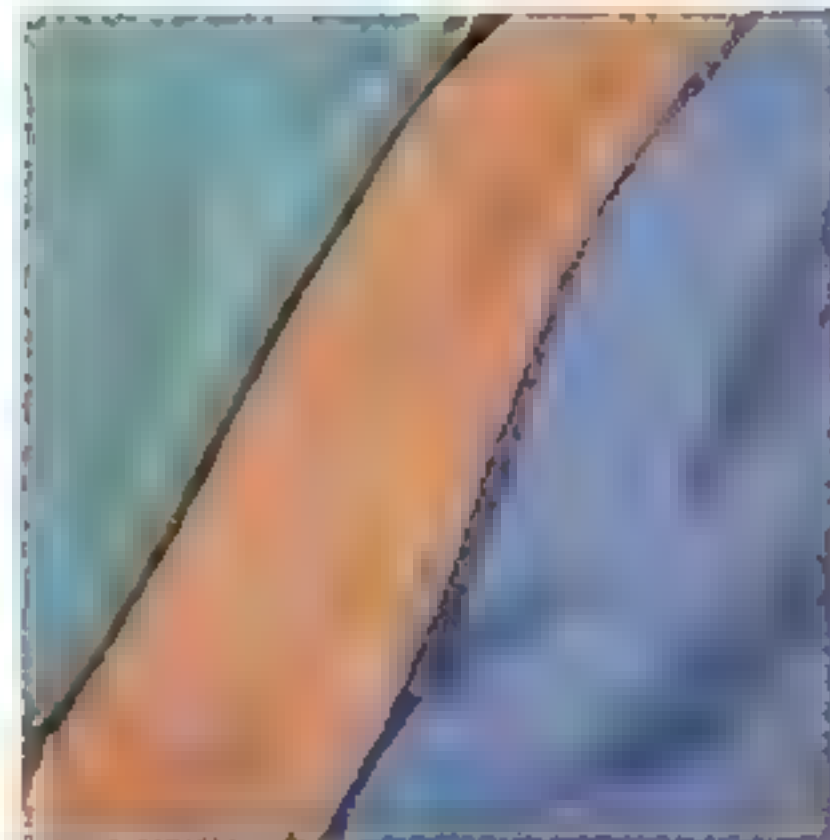
*For
home
So-o-ing*



Skinner climaxes its first 100 years with an inspired line of sparkling prints in crisply beautiful rayon crepe. Dazzling florals, prismatic geometrics—Look around!

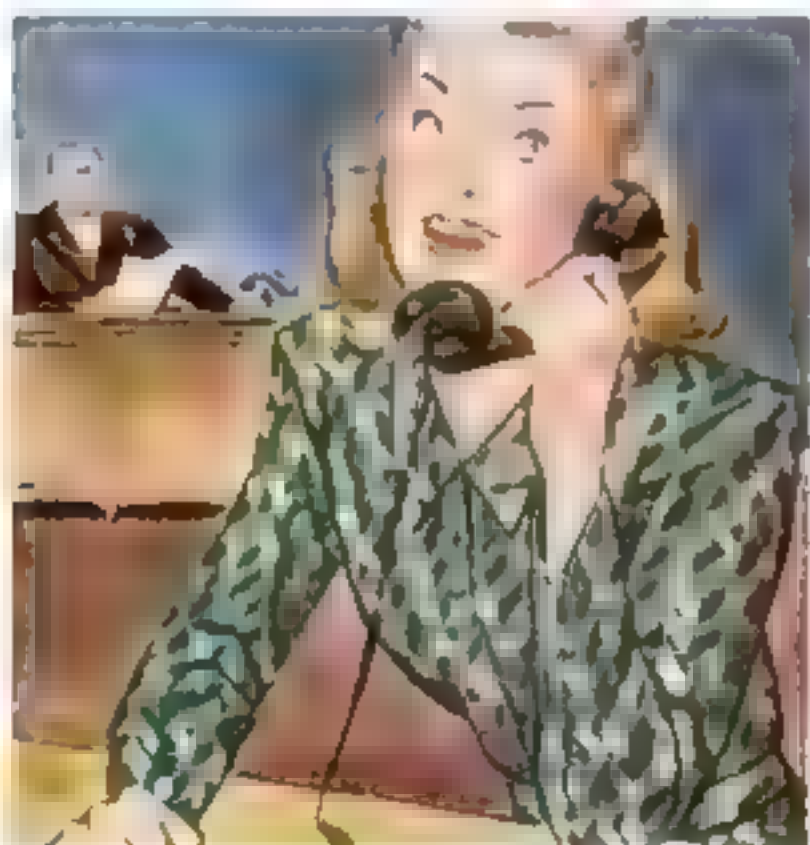


Grob the latest pattern book, warm up your sewing machine and turn out an afternoon dress-up from this group of nosegays-in-cloth. In endless color combinations.

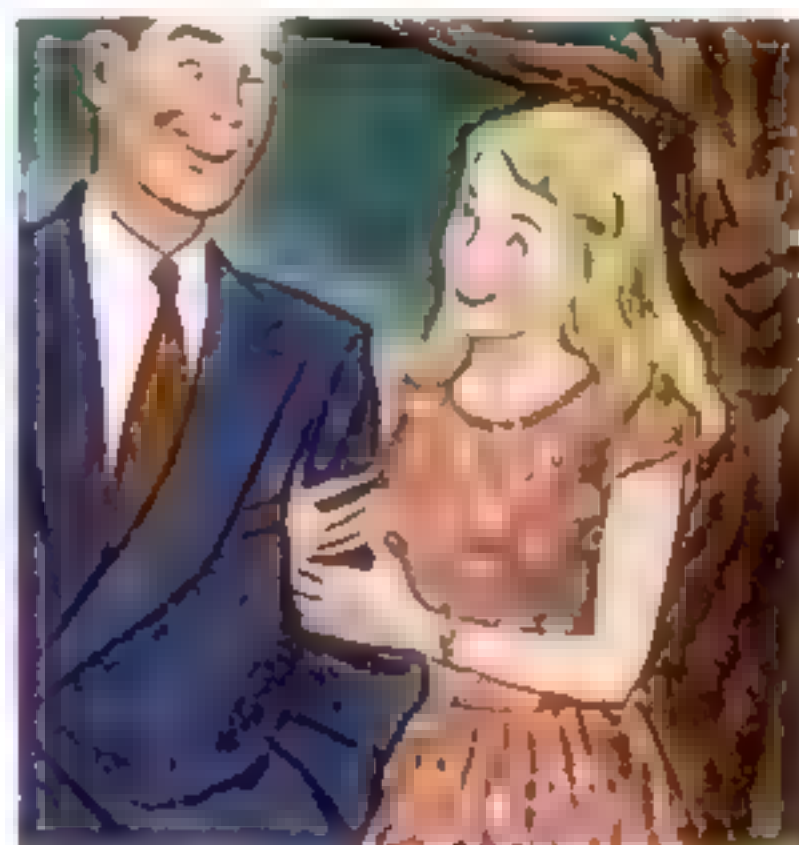


You're style-right when you pick any fabric woven by Skinner. Endowed with the priceless heritage of 100 years, these solid color crepes are absolute "musts" for home sewers.

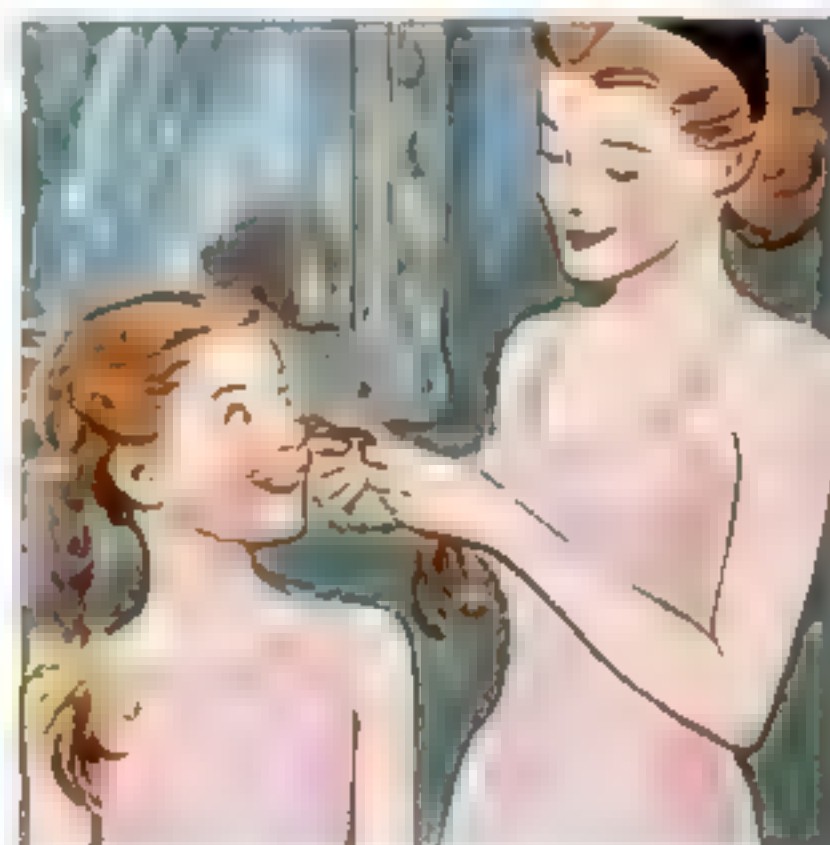
*For
Out-going*



Made up, this lovely geometric in black, brown, navy and green backgrounds, is perfect for everyday wear. Its costly dyes last and last—as does the exquisite material.



Clever and cute—a dancey mix-up of floral and block designs—that you may buy in your choice of five colors. Could easily turn that "date" into an engagement!



Next to yourself you'll adore lovely Skinner lingerie—in silk or rayon. By far the smoothest way to start dressing, it sews like a dream. In frost pink, white and other basic shades.

*For
Oh-Oh-ing*



Down through the years glowing, gleaming Skinner Bridal Satin has won its reputation as the Bridal Satin. To most brides, and, we hope, you too, it's as essential as a groom!



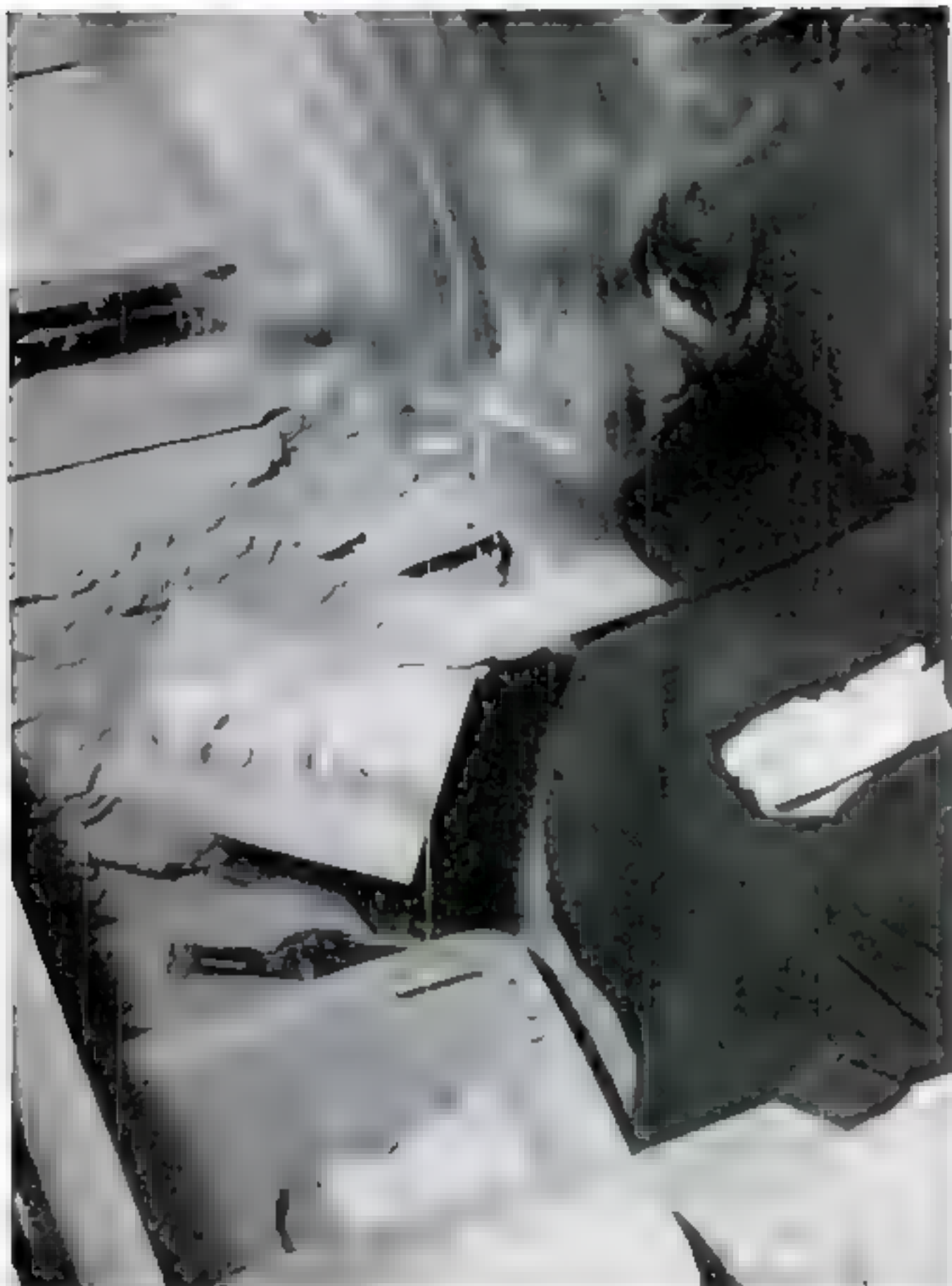
Luxurious warmth, glistening beauty are united in Skinner Sunbak®, the recently patented Skinner weave that blends wool and rayon or nylon into a single glorious fabric!

This year Skinner starts its second century of weaving well aware of its great responsibility to the millions of consumers and retailers who have come to look upon the Skinner name as a criterion of both quality and value.

"Look for the name in the selvege"

Skinner
1848-CENTENNIAL 1948

... all you need know about any fabric.
WILLIAM SKINNER & SONS
Quality weavers for 100 years
Mills at Holyoke, Mass. New York 3, N.Y.



THE SECRET IS REVEALED. In a box under the door Mary Lou discovers a photograph of her father taken a few months before his death. Box also held two letters, a valentine, some gold ore and a billfold with two \$500 bills.



MARY LOU SOBS as she reads one of her father's letters telling how he built the castle for her and how he hopes she will grow to love it. The valentine, sent by Mary Lou when she was 7, bore a message reading, "I love you."



Behind every bottle is the quality-tradition of Park & Tilford and the knowledge gained in over a century of experience. That is why it is —

the finest-tasting whiskey of its type in America!"

PARK & TILFORD DISTILLERS, INC., NEW YORK, N. Y. • 70% GRAIN NEUTRAL SPIRITS • 56.3 PROOF



A WIDE-MOUTHED GAMECOCK CROWS WITH SURPRISE AS HIS EXHIBITOR, MRS. MARJORIE MUNSON OF ALVA, OKLA., COAXES HIM ON WITH A CROW OF HER OWN

CROWING CONTEST

Rooster owners coax their birds to strut and cry for the movies

A good rooster, when the dawn wakes him, stretches his neck, waves his wattles and gives a loud, proud crow. Although he will also crow during the day, dawn is the only time a rooster can be absolutely relied upon. This fact a group of poultry owners proved convincingly last month at the Oklahoma State Poultry Show. They had entered their roosters in a crowing contest conducted by Warner Pathe News, which is turning of the roost-

er whose voice now introduces its newsreels. As their birds strutted around, owners tried to make them crow by snapping fingers, flapping arms, whistling and even crowing themselves. But most of the birds stayed stubbornly silent. The champion finally chosen was a white Plymouth Rock whose owner, appealing to baser barnyard instincts, evoked pleased cries from the rooster by standing behind him and clucking like a favorite hen



Win **YOUR** wings with the **Aviation Cadets**

NEXT CLASS STARTS MARCH 1, 1948

Imagine the pride you'd feel,
Hearing your name called to step forward
And have the wings of the U. S. Air Force
Pinned on your chest.
Your wings!
Signifying that you'd qualified
As a full-fledged pilot.

Imagine the wonderful experience
Of learning to fly
With a class of outstanding young men—
The finest aviators of modern times.

Think of the training you'd get
In every kind of airplane—
Single engine, twin engine, four engine, jet!
They figure the value of that training
At just about \$35,000.

It can be yours—all yours—
With pay besides, if you can qualify
For Aviation Cadet training.
Requirements: Age 20 to 26½. Unmarried.
Two years of college education, or the equivalent,
At an accredited institution.

Upon successful completion of the course
You will be rated as a pilot, commissioned
In the Reserve, assigned to active flying duty.
And entitled to 50% additional flying pay,
Which brings your income up to \$336 per month.

The future of aviation
Is as limitless as the sky overhead.
Sign up for that future now.
Win your wings with the Aviation Cadets.

U. S. Army and U. S. Air Force Recruiting Service

YOUR ARMY AND AIR FORCE SERVE THE NATION AND MANKIND IN WAR AND PEACE



"HOME MOVIES," by Stevan Dohanos. Number 12 in the series "Home Life in America" by noted American illustrators.

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION



Crowing Contest CONTINUED



TICKLING TECHNIQUE to make him crow is tried on a silver Sebright, an ornamental English Bantam, by John Sherman. But the bird remained silent.



WHISTLING TECHNIQUE fails to bring response from this close-mouthed Malay game Bantam, which finally got annoyed and pecked a judge's fingers.



SCOLDING TECHNIQUE elicits nothing but a scowl from this barred Plymouth Rock cock as owner, Charles Wolf of Milwaukee, Wis., berates and pouts.

CONTINUED ON NEXT PAGE



**NOW... LIGHT
WHEN YOU NEED IT!**

**Ray-O-Vac leak proof batteries
stay fresh for years!
(because they're sealed in steel)**



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Goodbye, dry cells that go blooey, swell and stick, make flashlights gooey.

So long, spares with power gone
Though they've never been turned on.



Get these leak proof power packs,
Modern, steel-sealed Ray-O-Vacs.

Guarantee: If your flashlight is damaged by corrosion, leakage, or swelling of this battery, send it to us with the batteries and we will give you FREE a new, comparable flashlight with batteries.

Ask for Ray-O-Vac Leak Proofs

Buy Spares... they stay fresh

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The best brushes have DU PONT NYLON BRISTLES

LOOK
FOR THE
WORDS
NYLON
BRISTLES
ON
BRUSH
OR
PACKAGE



What do they say about your hair?

"Beautiful hair—beautiful you!" Want to hear it? Unlock the natural beauty of your hair with a *modern* brush with Du Pont nylon bristles. Just right for brushing, they're easy to clean, sparkling-smart on your dressing table. These brushes last and last, yet are modest in cost. Many come with gleaming backs and handles of Du Pont "Lucite." Use a nylon-bristled brush regularly night and morning. Then hear what they say about your hair! Just be sure to look for the words NYLON BRISTLES on brush or package. E. I. du Pont de Nemours & Co. (Inc.), Plastics Dept., Arlington, N. J. *Du Pont's trademark for its acrylic resin.

Product of **DU PONT** Plastics

BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

● Tune in Du Pont "Cavalcade of America"—Mondays, 8 P. M. EST, NBC

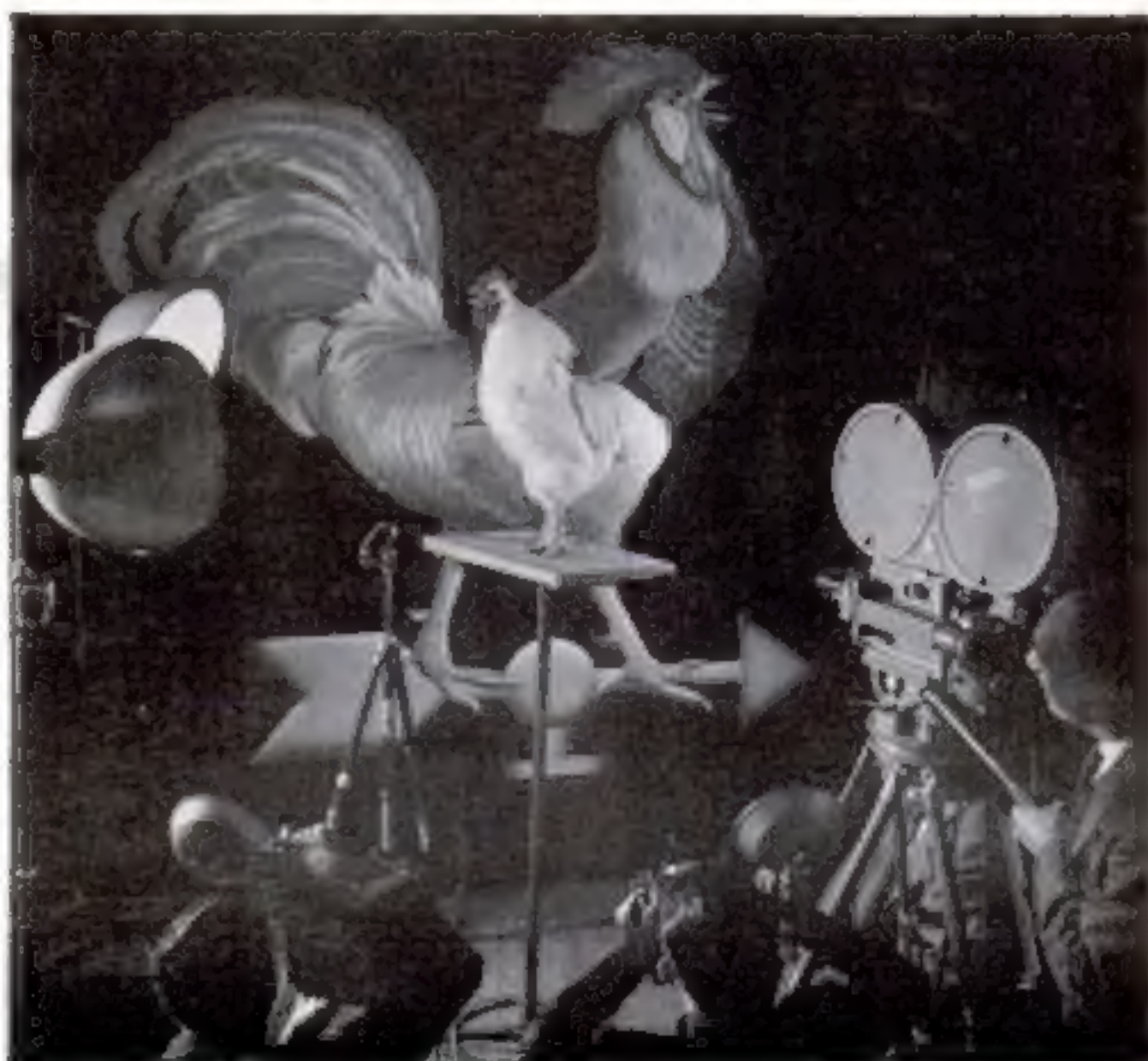
Crowing Contest CONTINUED



CHAMPION ROOSTER, a willing white Plymouth Rock named Just Bill, crows at slightest provocation for one of the judges. Just Bill is 4 years old.



FLAPPING HIS WINGS, the champion imitates his owner, Earl H. Kelly of Stafford, Kan. He was immediately insured for \$1,000 by Lloyd's of London.



TAKING SCREEN TEST, the champion rooster crows obligingly. If he photographs as well as he sounds, he will replace the old Pathe News rooster.

Of Topmost Choice

Of Topmost Choice

It speaks volumes for your taste when you express a preference for the rich bouquet and glorious flavor of OLD TAYLOR. It is a compliment to your judgment when you put OLD TAYLOR topmost on your list whenever—on great or small occasions—the warm mellowness of a really great Kentucky whiskey is in order.



100 Proof

Signed, Sealed and Delicious

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*L.S./M.F.T.
Lucky Strike means Fine Tobacco*



Lucky Strike presents The Man Who Knows —
The Tobacco Auctioneer

"I'VE SOLD more than 240 million pounds of tobacco, and at every auction I've attended, I've seen the makers of Lucky Strike buy fine quality tobacco . . . that fine, ripe-smokin' leaf that makes a smooth, mild smoke."

L. H. Purdom

L. H. Purdom, independent tobacco auctioneer of Springfield, Ky., has been a Lucky Strike smoker for 22 years



LUCKY STRIKE MEANS FINE TOBACCO

So round, so firm, so fully packed — so free and easy on the draw